

## **Wi-Ex Launches zBoost TRIO, a Product Finalist in the 2013 CTIA E-Tech Awards**

Atlanta - May 21, 2013 -- Wi-Ex ([www.wi-ex.com](http://www.wi-ex.com)), a leading provider of cell phone signal booster kits, announced today the launch of its zBoost TRIO, a 2G, 3G and 4G cell phone signal booster kit. Showcased May 21 -23 at CTIA 2013 in booth 2225, the zBoost TRIO extends the indoor "cell zone" by boosting voice and data signals for multiple users enhancing the performance of consumers cell phones, smartphones, wireless data card and tablets. The carrier-specific zBoost TRIO cell phone signal booster kit combines 4G LTE or 4G AWS with 2G/3G Cellular and PCS into an easy to install cell phone signal booster kit that enhances signal and reduces dropped calls and choppy voice performance while increasing data speeds by 20 times.

"There is a need for a tri-band booster because most 4G capable devices drop to 3G while placing a call and use 4G for transmitting data. The zBoost TRIO improves voice and data coverage, solving both choppy voice calls and slow download speeds with one device, making it perfect for your home or office," says Frank Smith, director of sales and channel strategy at Wi-Ex.

The zBoost TRIO Kit improves indoor cell phone signal by capturing the outside signal, bringing it indoors and then enhancing and amplifying it to extend the "cell zone" in homes and offices up to 2500 square feet. The package includes everything you need: zBoost amplifier base unit, base unit antenna, power supply, coaxial cable (RG59-mini), signal antenna and mounting hardware. The wide radio wave beam width antenna receives signals from multiple cell towers. Due to the nature of LTE, the zBoost TRIO Kit is a carrier specific cell phone signal booster kit. Like all zBoost products, the zBoost TRIO protects the carrier network using patented technology, is easy to install (comes kit-complete) and "consumer-affordable". It was designed to comply with the recent FCC's procedural and technical rules adopted for consumer signal boosters. In addition, there is no cradle or connection to your phone.

"This rapid growth of corporate America's reliance on their smartphones and tablets -- and their workplace applications -- and the increase in teleworking, has created a need for IT managers to find ways to keep their teams connected with strong signals so they don't drop calls or data. The zBoost TRIO allows us to offer consumers and the professional consumer a single cell phone signal booster kit for 2G, 3G and 4G," said Sharon Cuppett, executive vice president of marketing at Wi-Ex. "We are excited to have CTIA again recognize us as a finalist in the CTIA E-Tech Awards and look forward to a great CTIA."

The zBoost TRIO is a finalist in the Infrastructure; In-Building Network category of CTIA's annual Emerging Technology (E-Tech) Awards competition. The CTIA E-Tech Awards honor the industry's most innovative new wireless products and services in mobile apps, consumer electronics, enterprise & vertical markets and network. Winners will be announced at CTIA 2013™, taking place May 21-23, 2012 at the Sands Expo & Convention Center in Las Vegas.

Nearly 300 entries were judged by a panel of highly-respected industry experts, reporters and analysts. Submissions were scored on innovation, functionality, technological importance, implementation and overall "wow" factor. E-Tech winners, including Best in Show and Online Pick will be announced at the awards ceremony on Wednesday, May 22 at 2:00 p.m. PDT at CTIA's Exhibit Innovations Stage on the trade show floor within CTIA World, booth #5646.

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### **About CTIA Shows**

CTIA Shows bring together all industries advanced by wireless technology for intense business, learning and networking. CTIA 2013™ takes place May 21-23, 2013 at the Sands Expo & Convention Center in Las Vegas and MobileCON™ 2013 takes place Oct. 16-18, 2013 at the San Jose Convention Center in Silicon Valley. Visit [www.ctiashows.com](http://www.ctiashows.com).

### **About CTIA**

CTIA–The Wireless Association® ([www.ctia.org](http://www.ctia.org)) is an international organization representing the wireless communications industry. Membership in the association includes wireless carriers and their suppliers, as well as providers and manufacturers of wireless data services and products. CTIA advocates on behalf of its members at all levels of government. The association also coordinates the industry's voluntary best practices and initiatives, and sponsors the industry's leading wireless tradeshow. CTIA was founded in 1984 and is based in Washington, D.C.

### **About Wi-Ex**

Wi-Ex ([www.wi-ex.com](http://www.wi-ex.com)), a leading provider of cell phone signal booster kits and manufacturer of the popular zBoost product line, developed zBoost, the first consumer-priced signal booster that “extended cell zones” for the small office/home office cell phone market. Wi-Ex has expanded their “extending cell zone coverage” beyond consumers to corporate enterprises and large commercial applications and now includes the “DataBlast”, an LTE booster. From M2M applications to large commercial complexes to the rising number of teleworkers, the zBoost line provides a business-centric solution for improving poor indoor cell phone coverage domestically and internationally. The zBoost product line works with most carriers in the US and abroad including AT&T, Sprint, Vodafone, Verizon and T-Mobile. The award-winning zBoost home and office solutions help today's connected consumers including iPhone, iPad, Android (DROID), BlackBerry, and smartphone users with dropped calls and slow data. They were awarded a 2007 and 2010 Consumer Electronics Association Innovations Honoree by the Consumer Electronic Association (CEA) and a 2011 and 2012 EXC!TE honoree and 2012 CE PRO's Top 100 Technology Providers. They also were selected as a finalist for the 2007, 2009 and 2013 CTIA Emerging Technologies (E-Tech) Award. Wi-Ex continues to develop innovative products to meet the demands of an increasingly wireless society by enhancing wireless signals.