

## **zBoost Your Cell Phone Signal to Keep Mobile Devices Ringing All Holiday Season**

### ***Connected Consumers, Nomadic Workers and Mobile Millennials all put Strong Signal on their List of Must Haves***

New York - September 19, 2013 - zBoost, a leading provider of cell phone signal booster kits, is showcasing its award-winning cell phone signal booster kits and its zBoost Your Holidays Profiles today at the Pepcom's Holiday Spectacular. zBoost provides consumers with a line of easy-to-use 3G and 4G cell phone signal booster kits that put an end to dropped calls, choppy voice and slow data. The zBoost Your Life Holiday Profiles such as the "Connected Consumers", have strong signal needs for both voice and data and a zBoost helps keep their devices "smart."

"With the new iPhone announcement and other new devices sure to follow, mobile technology will once again top this holiday's wish lists. At zBoost, we introduced the first easy to install and affordable boosting solution and understand what consumers need in a cell phone signal booster," said Karen Reynolds, president of zBoost. "Our customer service team are experts who can help connect consumers with the best zBoost solution for their needs and help ensure that their 'smart' devices don't become victim to 'dead zones' in their homes or offices."

Recent industry statistics reveal that more than 77 percent of cell phone Internet users experience slow download speeds that prevent things from loading as quickly as they would like and another 72 percent experienced dropped calls at least occasionally (Pew Research Center, 2012). The complete zBoost product line consists of signal boosting technology for the home, office, car and commercial buildings. Units come kit complete with an easy set-up solution. zBoost products use patented technology and protect the carrier network.

"Our Holiday List Profiles help consumers buy a perfect gift for the signal-impaired loved one that heavily relies on their smartphone or other devices," says Sharon Cuppett, vice president of marketing at zBoost. "Whether you have a Nomadic Worker or are part of an iFamily, the zBoost signal booster makes staying connected easier."

#### **Connected Consumers**

Today's consumers are connected from the time they wake up until they go to sleep at night. According to researcher Flurry, consumers spend an average of 2 hours and 38 minutes per day on smartphones and tablets. From the Connected Family to the Mobile Millennium to the Optimal Office, the zBoost Your Holidays Profiles highlights key technology insights of target consumers to connect them with the perfect zBoost solution to fit their need. This holiday season help family, friends and co-workers stay connected at home, in the office or on the go.

**Optimal Office** - Having a workable office is essential in today's optimal office. ***Ninety-eight percent of small businesses use some form of wireless technologies*** in their operations and 41% report that all of their employees use wireless devices or wireless technologies to work away from the office. Two-thirds of small businesses indicate that they could not survive, or it would be a ***major challenge to survive, without wireless technologies.***

**iFamily** - In today's busy world, keeping families connected is a necessity. From keeping up with their schedules to checking personal and work emails, the weather, staying connected on Facebook and Twitter and sharing on Pinterest and Instagram, today's families are always connected. Age 12 is the

average age when kids get their first mobile device and **56% of kids aged 8 to 12 have a cellphone**. When combined with **54 percent of U.S. moms using smartphones**, today's families are never far from their mobile devices.

**Nomadic Worker** - Smartphones and tablets are essential communication tools for today's workforce and when they don't get signal, it can make for even more work. Roughly **30 million people work from home at least one day a week** and three million Americans work from home full-time. Nomadic workers experience fewer interruptions, more effective time management, feelings of empowerment and flexible hours.

**Mobile Millennials** - More than half (60 percent) of Millennial consumers, aged 13-31, say they have some influence on their parents' consumer electronics (CE) purchases, and **41 percent give advice to friends and/or parents on the CE products they should purchase**. They also share their opinions with others -- 60 percent of Millennials rate products and services and 60 percent upload videos, images and blog entries to the Web.

### **iHome**

The average U.S. home has **24 different consumer media and communication devices**, including multiple televisions, computers and smartphones. When you combine this with smart home technology such as video, data, telephone, wireless, security, climate and lighting, the Jetson Era home is closer than ever before. The global home automation industry is projected to grow to **\$35.6 billion by 2016**, from \$16.9 billion in 2011.

### **About zBoost**

zBoost ([www.zBoost.com](http://www.zBoost.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. zBoost has expanded their "extending cell zone coverage" beyond consumers to corporate enterprises and large commercial applications and now includes the "DataBlast", an LTE booster. 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, Vodaphone, 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 Electronics 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. zBoost continues to develop innovative products to meet the demands of an increasingly wireless society by enhancing wireless signals.

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