



zBoost Rings in mCommerce

zBoost Keeps National Communications' Client From Losing Largest Trade Show

New Orleans - May 8, 2012 - Wi-Ex (www.wi-ex.com), a leading provider of consumer and commercial cell phone signal boosters, today announced at CTIA Wireless in booth #4050 a new case study "zBoost: Ringing in mCommerce" showcasing National Communications' install at Western North Carolina Agricultural Center's Davis Center. National Communications, Inc., a full service Communications Contractor specializing in the design, project management, and installation of voice, data and fiber optic cabling projects, recently used zBoost Commercial Solution Division Kits to help WNC's Davis Center help keep its largest combined trade show.

National Communications' client WNC's Davis Center had little to no indoor cell phone service. The indoor cell phone signal was so poor inside the Davis Center that WNC was in danger of losing its largest combined trade show, The Land of Sky Knife and Gun Show. The trade show exhibitors rely on their cell phones and smartphones to process credit cards and without a strong cell phone signal were unable to conduct business at shows.

"With mCommerce expected to reach \$200 billion by 2012, a reliable cell phone signal is a quickly becoming a necessity for businesses," said Michael Cummiskey of Wi-Ex. "National Communications was able to successfully help WNC provide a strong cell phone signal to their clients and help them conduct transactions on the show floor and other business activities."

Solution

National Communications installed zBoost Commercial Solutions Division Kits to improve the cell phone signal and allow the trade show vendors to successfully use their smartphones and cell phones for credit card transactions, as well as other business related needs.

"Installation of the zBoost saved WNC Agricultural Center's largest combined trade show. The Land of Sky Knife and Gun Show holds five sales per year in our newly renovated 45,000 square feet LEED certified Davis Expo Center," said Matt Buchanan, WNC Agricultural Center Manager. "With little to no cellular reception for credit card transactions and other business related needs, we were in danger of losing this event to another facility. Since the installation of the repeater system all I have heard are praises from both the promoter and vendors."

Visit <http://www.wi-ex.com/testimonials.aspx> to read other Wi-Ex Case Studies and Testimonials.

About Wi-Ex

Wi-Ex (www.wi-ex.com), a leading provider of cell phone signal boosters, 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. From M2M applications to large commercial complexes to the rising number of teleworkers, the zBoost line provides a business-centric solution for improving poor in-door 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



By **Wi-Ex**

Electronics Association (CEA) and a 2011 EXC!TE honoree. They also were selected as a finalist for the 2007 and 2009 CTIA Emerging Technologies (E-Tech) Award. As the leader, zBoost has more awards, more sales and more locations than all their competitors combined. Wi-Ex continues to develop innovative products to meet the demands of an increasingly wireless society by enhancing wireless signals.