



## **zBoost: The Digital Dad's Smartphone Necessity**

### ***Keep Dad connected at home, the office and on the go with industry leading consumer cell phone signal booster***

Atlanta, GA - June 6, 2010 - Is your Dad one of the 70 percent of consumers who has problems with their in-door cell phone signal? If so, forget the socks and ties and this year give the digital dad in your life the must have smartphone necessity, a zBoost cell phone signal booster.

Today's dad is looking for tools that help him stay connected at home, work and on the go and with recent industry statistics expecting the smartphones to reach 50 percent of the cell phone market by 2011, zBoost is the perfect gift for today's smartphone savvy father.

According to the annual zBoost "State of the Cell Signal" Survey, commissioned by Wi-Ex and conducted by Harris Interactive®, nearly 70 percent (66 percent) of cell phone owners consider their cell phone their essential voice and/or data communication tool. In addition, and important to the many smartphone, iPhone and Blackberry users in metro areas, the zBoost State of the Signal survey revealed that 67 percent of cell phone owners use data functions on their cell phones and, of those, nearly 60 percent (57 percent) experience problems with their cell phone service while using data.

The complete line of zBoost products reduce dropped calls and improve cell phone signal by capturing the stronger signal from the outside and amplifying the signal indoors. zBoost increases signal for both voice and data transmission including increasing the speed of aircards, EDGE and 3G technology.

#### **3G on the Go - zBoost Car Unit - \$169**

- 3G on the Go: Extends cell signal up to 10x the average strength, allowing miles of uninterrupted voice and data transmissions, including increasing the speed of aircards, EDGE and 3G technology.
- Good bye dropped calls: Eliminates dead zones
- Miles of talking: Extends battery life on your phone for long drives

#### **Fit for the Family - zBoost Dual Band - \$399**

- Perfect for the home or small office: Multiple phones and carriers simultaneously
- Fit for the Family: Boost both 800MHz and 1900MHz simultaneously, covering up to 2500 sq. ft.
- Up with Technology: Increases the speed of aircards, EDGE and 3G technology.

All zBoost products use patented technology to protect the carrier network, support voice calls or data services and work with all phones and carriers (except Nextel).

For more information on picking the perfect zBoost to help your Dad stay connected visit [www.wi-ex.com](http://www.wi-ex.com).

For more information:

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