



Wi-Ex Announces the zBoost Corporate Program

Prevent an IT Nightmare with zBoost: The Essential Enterprise Smartphone Support

CTIA Enterprise & Applications 2010

SAN FRANCISCO--([BUSINESS WIRE](#))--Wi-Ex, the leading provider of consumer cell phone signal boosters for the home, office and on the go, announced today the zBoost Corporate Program. Showcased at the 2010 CTIA Enterprise & Applications in booth #245 and Pepcom's MobileFocus, the zBoost Corporate Program provides IT and telecom departments with the essential enterprise smartphone support to maximize their mobile devices. Designed to create Cell Zones™ in signal-challenged homes and offices, the zBoost line of products allows users to take full advantage of voice, data and Internet services on their connected devices including 3G high-speed data and video, instant messaging, pictures and more.

“With industry reports estimating the number of employees using smartphones to double between 2009 and 2014, the enterprise market must provide their employees with solutions that help them maximize their devices,” said Sharon Cuppett, vice president of marketing and product management for Wi-Ex. “Our zBoost Corporate Program is designed to help IT teams prevent an IT nightmare where employees are unreachable via their smartphone due to poor in-door cell phone signal. We see our product as the essential enterprise smartphone support for today's mobile workforce.”

As the lines between personal and professional use of mobile devices continue to grow, a poor in-door cell phone signal becomes not just a personal frustration but a professional and enterprise problem. 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. The survey, fielded December 8–10, 2009 via Harris' online omnibus survey, also found that 67 percent of cell owners experience problems with their cell phone signal at home including poor quality and 49 percent claim to have done something special to improve signal strength in order to make or receive a call in their home.

In addition and important to the many smartphone, iPhone and Blackberry users, 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 zBoost Corporate Program will include main unit volume discount, extended guarantees and special accessory pricing.



About Wi-Ex

Wi-Ex (www.wi-ex.com), the leading provider of consumer cell phone signal boosters, developed zBoost, the first consumer-priced signal booster for the small office/home office (SOHO) cell phone market. Wi-Ex manufactures and distributes the zBoost line of cell phone signal extenders for the home, office or car. The zBoost product line works with most carriers in the US and abroad including AT&T, Sprint, Vodaphone, Verizon and T-Mobile. They were awarded a 2007 and 2010 Consumer Electronics Association Innovations Honoree by the Consumer Electronics Association (CEA). 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.