



## **Wi-Ex Launches New zBoost for Custom Installers**

Atlanta, GA – September 10, 2009 – Wi-Ex ([www.wi-ex.com](http://www.wi-ex.com)), the leading provider of consumer cell phone signal boosters, launched its new zBoost 710 for custom installers today at CEDIA. The newest product in the zBoost CI Series, the zBoost 710, is aimed at providing custom installers with a cell phone signal booster solution for both home and commercial installations. Showcased at Booth #6157, the zBoost custom installer product is designed to create Cell Zones™ in *signal-challenged* homes and commercial buildings. The zBoost line of products reduce dropped calls and improve cell phone signal indoors, as well as increases signal and speed of aircards, EDGE and 3G technology.

“Our new zBoost 710 is designed for the custom installer market. We have listened to our customers in this area and designed the 710 to meet their needs,” said Lloyd R. Meese, CEO of Wi-Ex. “With a new ruggedized case, increased gain and availability to only the custom installer market, the zBoost 710 provides customer installers the ability to offer increased cell phone signal to their customers while at the same time experience increased margins and profits.”

According to the zBoost “On the Go” survey, commissioned by Wi-Ex and conducted by Harris Interactive®, 72% of cell phone owners have experienced service problems such as dropped calls (45%), poor signal reception at home (36%) or dead zones at work (34%). The zBoost CI Series is designed to help installers provide optimal in-door cell signal performance.

### **zBoost 710 – Increasing Bars**

The zBoost CI Series is designed for demanding custom installation application includes homes and professional coverage applications and increases coverage up to 10,000 square feet. The zBoost 710 uses a Bi-Directional Amplifier (BDA) System that captures and amplifies the cell signal and extends a Cell Zone™. This reliable product captures and amplifies both the 800MHz signal and 1900MHz bands simultaneously and increases the signal coverage while decreasing dropped or missed calls.

Increasing the indoor coverage translates into increased productivity and savings. Some of the benefits include extending the battery life, replacing landlines phones, reducing or eliminating dropped calls and increasing wireless applications such as instant messaging, 3G high-speed data picture mail and more. Available only through [Wi-ex.com](http://Wi-ex.com) and Wi-Ex authorized custom installer dealers, the zBoost 710 features a white ruggedized case designed to meet the needs of custom install applications.

Other benefits:

- Future compatibility is important for users. For instance, some carriers may use one frequency for voice and another for data on new communication devices. zBoost already works with those newer devices and their carriers
- Uses patent-pending technologies that protect the carrier network.
- Works on both bands, so the installer and their client do not have to guess what cell phone frequency is being used.

The product package includes an antenna configuration system consisting of two receiving antennas, an Antenna for Cellular and an Antenna for the PCS band. An antenna combiner is included to combine the signals from the two antennas onto one coaxial cable for connection to the zBoost Base Unit. For best signal enhancement, the antennas should be installed in the attic or outside where the cell signal may be stronger.



**About Wi-Ex ([www.wi-ex.com](http://www.wi-ex.com))**

Wi-Ex ([www.wi-ex.com](http://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 selected as a 2007 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.

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