



Wi-Ex Launches zBoost-SOHO YX545

zBoost-SOHO YX545 Optimizes Signal for Cell Phones or Other Connected Devices in the Home or Office

Atlanta – August 3, 2010 - Wi-Ex, the leading provider of consumer [cell phone signal boosters](#) for the home, office and on the go, announced today the launch of the zBoost-SOHO YX545. The zBoost-SOHO YX545 is the next generation of the award-winning zBoost Dual Band YX510 and is available immediately. The zBoost-SOHO YX545 is dual band (800MHz and 1900MHz) and allows consumers 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 - at home or in their personal workspace.

The new zBoost-SOHO YX545 provides consumers with several product enhancements which will optimize their cell phone signal in-doors including:

- More Bars: Up to 20 percent increase in signal strength over the zBoost Dual Band YX510 resulting in up to 3,000 square-feet of coverage
- Smaller Footprint: New “low-profile” receiving antenna with a 3-5 dbi gain over the previous receiving antenna as well as a smaller base unit
- Optimizing Software: Improved software allows the unit to recalculate and optimize itself every 24 hours
- Easier Interface: Only one button on the unit to indicate that it is working properly

“The growth of connected devices is staggering. Recent reports indicate that 59 percent of Americans access websites on their wireless devices including laptops and smart phones. With this continued increase in mobile traffic, a reliable in-door cell phone signal is a necessity for many consumers,” said Lloyd R. Meese, CEO of Wi-Ex. “The new zBoost-SOHO is an enhancement to our award winning Dual Band product and we believe the software improvements are essential to help keep consumers connected. At any time cell towers can adjust their signal or other obstacles can interfere and cause the zBoost to perform at a lower level. With the new improvements, the zBoost-SOHO optimizes itself every 24 hours – keeping consumers connected. “

Poor in-door cell phone signal continues to frustrate today’s mobile consumer. 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 smart phone, 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 zBoost-SOHO, like the entire line of zBoost products, features patented technology that protects the carrier network. The package includes everything you need: amplifier base unit, power supply, base unit antenna, coaxial cable (RG59-mini), signal antenna and mounting hardware. The wide radio wave beam width directional antenna receives signals from multiple cell towers. The zBoost-SOHO (MSRP: \$399) will be available in August.

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.

About the zBoost "State of the Cell Signal Survey:

Harris Interactive[®] fielded the study on behalf of Wi-Ex from December 8 – 10, 2009 via its QuickQuerySM online omnibus service, interviewing a nationwide sample of 2,212 U.S. adults aged 18 years and older of whom 1,869 own a cell phone. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact Deanna Anderson at danderson705@comcast.net.