



## **Wi-Ex Showcases zBoost-ONE, CES 2010 Innovations Awards Honoree, at Digital Experience**

Las Vegas, NV January 6, 2010 - Wi-Ex, ([www.wi-ex.com](http://www.wi-ex.com)), the leading provider of consumer cell phone signal boosters for the home, office and car, today showcased its zBoost-ONE PCS, an International CES Innovations 2010 Design and Engineering Awards Honoree, at the Digital Experience at the 2010 International Consumer Electronics Show (CES). The zBoost-ONE, designed for the home and office for Sprint and Metro PCS cell phones, is the first and only cell phone signal booster with NO external antennas. With no external antennas, this product is easy to set up and ideal for urban living. The zBoost-ONE increases the cell phone signal indoors up to 1200 square feet. It also allows users to take full advantage of data and internet services on their mobile phones including 3G high-speed data and video, instant messaging, pictures, and more.

The zBoost-ONE and other products entered in this prestigious program are judged by a preeminent panel of independent industrial designers, engineers, and members of the media to honor outstanding design and engineering in cutting edge consumer electronics products across 36 product categories.

The annual awards are sponsored by the Consumer Electronics Association (CEA®), the producer of the International CES, the world's largest consumer technology tradeshow, and endorsed by the Industrial Designers Society of America (IDSA), the voice of industrial design, committed to advancing the profession through education, information, community and advocacy.

According to the annual zBoost "State of the Cell Signal" Survey, commissioned by Wi-Ex, the leading provider of consumer cell phone signal boosters for the home, office and car, and conducted by Harris Interactive®, nearly 70 percent (66 percent) of cell phone owners consider their cell phone their essential communications tool. The survey, fielded December 8 – 10, 2009 via Harris' online omnibus 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 functions.

"Our annual 'State of the Cell Signal' survey showcases the continued need for our award-winning product line and demonstrates consumers increasing reliance on a strong signal for both voice and data. The zBoost-ONE engineering team recognized that consumers wanted an "out-of-the-box", simple solution and designed it. With the zBoost-ONE, you put the product near a window or where there is strong signal and plug it in- now you've got signal. No messing around with cables or antennas," says Sharon D. Cuppett, vice president of marketing, Wi-Ex.

The prestigious Innovations Design and Engineering Awards have been recognizing achievements in product design and engineering since 1976. It is sponsored by the Consumer Electronics Association (CEA®), the producer of the International CES, the world's largest consumer technology tradeshow, and endorsed by the Industrial Designers Society of America (IDSA), the voice of industrial design, committed to advancing the profession through education, information, community and advocacy.

Wi-Ex's zBoost ONE will be displayed at the 2010 International CES, which runs January 7-10, 2010 in Las Vegas, Nevada. The Innovations Design and Engineering Showcase will feature honorees by product category in the Grand Lobby of the Las Vegas Convention Center and will also be featured at CES Unveiled: The Official Press Event of the International CES on Tuesday, January 5.

Innovations 2010 Design and Engineering honoree products are featured on [www.CESweb.org/Innovations](http://www.CESweb.org/Innovations), which lists product categories, as well as each product name, manufacturer information, designer, description, photo and URL.



## **About Wi-Ex**

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 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 QuickQuery<sup>SM</sup> 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](mailto:danderson705@comcast.net).