



## **zBoost Your Mobile Phone Notspots**

### ***zBoost Provides the Connected Consumer and Digital Workforce an End to Dropped Calls and Slow Data***

Barcelona, Spain - February 14, 2011 - Wi-Ex, a leading provider of consumer and commercial mobile phone signal boosters for the home and office, is showcasing its zBoost International product line including the zBoost-ONE UMTS 3G Signal Booster and zBoost for Home and Office at the 2011 Mobile World Congress in Hall 2-0 booth 2J29. zBoost eliminates mobile phone notspots by increasing the mobile signal indoors and eliminating dropped calls and slow data. Recent speed tests showed that the zBoost line of mobile signal boosters can increase data speeds by as much as 180 percent or almost three times as fast.\*

Recent industry statistics state that global mobile phone data has nearly tripled in the last year, growing more than ten times faster than voice. With zBoost, users can take full advantage of voice, data and Internet services on their iPhone, Blackberry, DROID, smartphone and other connected devices including iPad and tablets including 3G high-speed data and video, instant messaging, pictures and more at home and in the office.

"Mobile notspots are a challenge for consumers and businesses. A poor mobile phone signal results in dropped and missed calls, as well as very, very slow or non-existent data and Internet access—even on a 3G phone. Our recent tests, showed a data speed increase of more than 180 percent - almost three times as fast with our mobile signal boosters," said Lloyd R. Meese, CEO of Wi-Ex. "With the continued growth of smartphones, tablets and other connected devices, products like zBoost are becoming a necessity for today's digital lifestyle. The zBoost line of products improves signal strength for better voice and data transmission while maintaining the integrity of the carriers' networks using patented technology."

Designed for consumers and network operators, the zBoost-ONE™ UMTS 3G signal booster consists of one base unit with no external aerials and extends 3G Voice and Data Zones™ for single or multiple users in homes or offices using UMTS/HSPA (2100MHz). The zBoost for Home and Office, a dual band unit, works with all mobiles on the 900 MHz and 1800 MHz frequencies and allows consumers outside of the US to experience increased indoor mobile signal coverage – up to 250 sq. meters.

#### ***Connected Consumer***

With global smartphone shipments reaching more than 90 million in fourth quarter 2010, consumers are more reliant on their mobile phones each day. The smartphone is a staple in today's hyperconnected world with consumers crossing over and using their mobile phones for both business and personal use. As a mobile society, consumers rely on their smartphones to keep up with their schedules, check personal and work emails, the weather and stay connected on Facebook and Twitter.

#### ***Digital Workforce***

The rapid adoption of smartphones including iPhones and BlackBerry, tablets and other connected devices by the enterprise has caused a shift in the workforce. Employees now have the flexibility to take their office with them; however having a strong signal is key to actually working and using the mobile phone in today's digital workforce.

According to IDC Technology Spotlight From Consumer-Centric to Business Essential: Extending Smartphone and Mobile Broadband Device Service into the Workplace, IDC #1073, January, 2011, "Used for years to improve sub-par mobile phone service in homes, signal-boosting technology has come of age to provide increased signal strength throughout a business facility."

The Spotlight adds, "As more workers 'cut the cord' and rely on mobile service for business critical



operations, dropped calls no longer become an inconvenience, but a hindrance to business performance."

To download a full copy of the IDC Technology Spotlight From Consumer-Centric to Business Essential: Extending Smartphone and Mobile Broadband Device Service into the Workplace, IDC #1073, January, 2011 visit <http://www.wi-ex.com/IDCSpotlight.aspx>.

### **zBoost-ONE UMTS**

Designed to create an indoor zone for 3G data services, the zBoost-ONE UMTS can significantly enhance the throughput of the mobile data, and in some cases allow data to work in areas where data access would otherwise not be available. The zBoost-ONE UMTS supports UMTS data protocols at 2100MHz. Internationally, the high data speeds of UMTS are now most often utilized for Internet access making the zBoost an ideal product for people with smartphones like iPhone, Blackberry, Android (DROID) and Palm. It finds the mobile network and automatically begins reducing dropped calls and increasing data throughput.

The zBoost-ONE UMTS is consumer friendly with a very simple set up - place the unit in the window, plug it in and enjoy the data functionality on a UMTS mobile and aircards up to 130 square meters. The zBoost-ONE UMTS is ready to go out of the box with two simple steps including synching the zBoost-ONE to the wireless carrier for their device (datacard, BlackBerry, iPhone, etc.) and then finding the best location for the zBoost-ONE. The zBoost-ONE UMTS retails for \$299 FOB Atlanta. .

The benefits of the zBoost-ONE include:

- Consists of one base unit with no external aerials
- Dramatically improves data rates
- Improves weak signal locations
- Easy to install – Syncs to your mobile
- Totally wireless operation
- Supports data cards and PDAs
- Low power consumption
- Sleep mode when not in operation

### **zBoost Home and Office**

The zBoost Home and Office allows multiple users to operate their mobile phones simultaneously (including both data and voice) and is compatible with all major carriers using 900MHz and 1800 MHz. It's easy to install and the base unit can be placed in the family room, the basement, an office, a bedroom or a central location. The package includes everything you need: amplifier base unit, power supply, base unit aerial, low-loss SATV coaxial cable (RG6), signal aerial and mounting hardware. The omni-directional signal aerial receives signals from multiple mobile towers. The zBoost for Home and Office retails for \$499 FOB Atlanta.

### **About Wi-Ex**

Wi-Ex ([www.wi-ex.com](http://www.wi-ex.com)), a leading provider of consumer and commercial mobile phone signal boosters, developed zBoost, the first consumer-priced signal booster for the small office/home office (SOHO) mobile market. Wi-Ex manufactures and distributes the zBoost line of mobile 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. The award-winning zBoost home and office solutions help today's connected consumers including iPhone, iPad, Android (DROID), Blackberry, and smartphone users with dropped calls and slow data. 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.

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*\*Wi-Ex ran a series of tests on the zBoost measuring speed and signal strength. These tests were run in August and October on both Sprint(EVDO) and AT&T(HSPDA) with the units on and then off. Average speed with the METRO off was 451.479Kps and with the Metro on it was 1301.458 Kps. This was an average increase of 849.979Kps or a 188% increase. Individual results will vary depending upon environmental conditions.*