



## **zBoost Rebounds Where Carriers Drop the Ball**

### ***Award Winning Line of zBoost Products Gives 3G a Shot***

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, is giving CEDIA attendees the chance to shoot for improved in-door cell phone reception including 3G at booth #6157. The “zBoost 3G Shoot Out” provides attendees the chance to try and make a free throw and win a zBoost basketball. The zBoost line of professional products is designed to create Cell Zones™ in signal challenged professional 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.

“The “zBoost 3G Shoot Out” is a fun way to engage the CEDIA attendees in the Wi-Ex booth. Our line of products provide consultants and installers a solution today to help their customers experience reliable in-door cell phone service, while at the same time providing the installer or consultant with increased margins and profits,” said Lloyd R. Meese, CEO of Wi-Ex.

Launched today at CEDIA, the Wi-Ex Commercial Solutions Division includes a dedicated team of Wi-Ex engineers who work closely with building managers and contractors to utilize the zBoost Professional Products to enhance cellular coverage for large indoor environments. The zBoost line of professional products is designed to create Cell Zones™ in signal-challenged professional buildings.

### **The zBoost Commercial Solution**

zBoost is designed for signal-challenged buildings and demanding applications. It increases voice and data coverage up to 10,000 square feet. The zBoost ProPack Series 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 for tenants and increased tenant satisfaction for the property managers. Some of the benefits for the cell phone users 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.

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.

### **zBoost: Meeting the Needs of our Wireless Society**

Wi-Ex has conducted several recent surveys showcasing the growing need for improved cell phone signal. According to the zBoost “State of the Cell Signal” Survey, commissioned by Wi-Ex, the leading providers of consumer cell phone signal boosters, and conducted by Harris Interactive, 70 percent of cell phone owners experience problems with their cell phone service including dropped calls (44%), poor signal reception in their home (34%) and dead zones at work (28%).



In addition and important to users of the iPhone and Blackberry, more than 60 percent of cell phone owners use data functions on their cell phones and of those consumers 51 percent experience problems with their cell phone while using data functions.

**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. They are easy to install, affordable and available at many retail and etail outlets. 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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