

## Wi-Ex Company Fact Sheet



**Headquarters**  
Atlanta, Georgia

**Website** - [www.Wi-Ex.com](http://www.Wi-Ex.com)

### **The Company**

Founded in 2002, Wi-Ex, [www.Wi-Ex.com](http://www.Wi-Ex.com), is the leader cell phone signal boosters. They develop, manufacture and distribute **zBoost**<sup>®</sup>, a cell phone signal booster for the home, office or car. The zBoost product line will Extend Cell Zones<sup>®</sup> for users by improving signal strength for better voice and data transmission while maintaining the integrity of the carriers' networks using patent-pending technology. In early 2006, Wi-Ex was recognized as one of Georgia's top 10 Innovative Companies. They were selected by the 2007 and 2010 International Consumer Electronics Show (CES<sup>®</sup>) as a Design and Engineering Awards honoree and a finalist for the CTIA Emerging Technologies (E-Tech) Award at CTIA WIRELESS 2007 and 2010 for the Hardware - Mobile Accessory category.

### **The Cell Phone Signal Issue:**

- Nearly 70% of cell phone owners experience problems with their cell phone service, including dropped calls, poor signal reception or dead zones in their home and poor signal reception or dead zones at work.
- This loss of coverage may be due to environmental obstructions, building materials, metal roofs, high-speed data (reduces coverage) and network interference.
- 67% of cell phone owners use data functions on their cell phones and of those consumers, 57% experience problems with their cell phone signal while using data functions.\*
- Globally, many countries rely more heavily on their mobile phones, due to a lack of land-line infrastructure.

**Product Information** - Wi-Ex currently has 8 versions in the zBoost product line. They include:

- 1) zBoost-ONE for Sprint and Metro PCS phones: Launched in 2009- a single base unit with no external antennas
  - a) Single band - Sprint and Metro PCS (1900MHz) phones; Coverage up to 1,200 sq ft - **\$249 (MSRP)**
  - b) Single band – UMTS (2100MHz) phones; Coverage up to 1,200 sq ft - **\$299 (MSRP- FOB GA, USA)**
- 2) zBoost International (YX520i) Dual Band for Home and Office: - **\$499 (MSRP – FOB GA, USA)**
  - a) Dual band (900MHz phones and 1800MHz phones simultaneously); increases coverage – up to 200 sq. m
- 3) zBoost zPersonal (zP) a personal booster – wireless - **\$169 (MSRP)**
- 4) zBoost zPocket: Personal workspace booster works with both 800MHz and 1900MHz - **\$119 (MSRP)**
- 5) zBoost for the HOME and Office **single band frequency** PCS (1900 MHz) or Cellular (800 MHz) frequency - **\$299 (MSRP)**
  - a) Coverage up to 2,500 sq ft; Multiple phones simultaneously
- 6) zBoost for the HOME and Office **Dual Band** (both 800MHz and 1900MHz simultaneously) - **\$399 (MSRP)**
  - a) Coverage up to 2,500 sq ft; Multiple phones and carriers simultaneously
- 7) zBoost for the car: Dual Band works with both 800MHz and 1900MHz - **\$179 (MSRP)**
- 8) zBoost for the Custom Installer: single or dual-band frequency available - coverage up to 10,000 sq ft

### **Features and Benefits:**

- Easy to set-up
- Affordable
- Award-winning zBoost uses patent-pending technology to protect the carrier network.
- zBoost is the first consumer-priced signal booster for the small office/home office (SOHO) cell phone market
- zBoost offers the FIRST dual-band product for the consumer. (Other boosters require that consumers know on what frequency their carrier is operating in that area.)
- zBoost ONE is the FIRST signal booster that is ONE unit - no external antennas – Great for urban dwellings.
- Increases in-building coverage up to 10,000 sq ft with optional upgrade antennas
- Works with most carriers and phones (except Nextel)
- Distribution strength - Available direct ([www.wi-ex.com](http://www.wi-ex.com)) or at many retail and etail outlets. Wi-Ex also uses distributors in the U.S. and abroad.



**Contact:** Media contact: [pr@Wi-Ex.com](mailto:pr@Wi-Ex.com) or call us at 1-800-871-1612.

### **About the zBoost Cell Phone Signal Survey**

\*The "State of the Cell Signal" survey was conducted online by Harris Interactive<sup>®</sup> 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. 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).