



Ready, Set, zBoost Your 3G Signal

Test Your Speed with SimCraft Racing Simulator at Booth 4012

CEDIA EXPO 2010

ATLANTA--(September 23, 2010)--Wi-Ex (www.wi-ex.com), the leading provider of consumer cell phone signal boosters for the home, office and on the go, is challenging this year's CEDIA attendees to test their speed with the SimCraft APEX racing simulator in booth #4012. The SimCraft APEX is a high fidelity, full motion simulator specifically designed for professional and amateur drivers. The APEX allows the driver to experience complete immersion and the feeling of real car control simulation.

"With data, it's always been about the 'need for speed.' The SimCraft APEX is a fun way to highlight the zBoost product line's ability to increase speed of 3G data," said Sharon D. Cuppett, vice president of marketing and product development at Wi-Ex. "With consumers increasingly utilizing connected devices including iPads, smart phones and laptops for data, a strong in-door cell phone signal is a necessity for today's digital lifestyle."

The zBoost custom installer products are designed to create Cell Zones™ in signal-challenged homes and commercial buildings. The zBoost line of products allows users 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.

The SimCraft APEX will provide CEDIA attendees to test their speed and enter the zBoost Winner's Circle. The zBoost Winners Circle will be awarded to the fastest time each day and a Grand Prize on Sunday for the fastest time of the show. Attendees can also learn about the entire line of zBoost cell phone signal boosters including the new zBoost CI YX745. The zBoost CI YX745 is designed to meet the needs of challenging commercial spaces and large homes and is sold exclusively to custom installers. The zBoost CI YX745 is also included in the new zBoost CEDIA/CI Installer Kit.

About SimCraft



SimCraft's core innovation and technology is the simulation of vehicle movement. The company's proprietary software and patent pending hardware provide realistic, zero latency motion™. This high performance system provides an unparalleled virtual environment from training applications, by honing technical skills and experimentation with vehicle setups, to the ultimate in pure simracing, flight simulation, and gaming entertainment. SimCraft Corporation is a member company of The Advanced Technology Development Center and is located in Marietta, Georgia. For more information about SimCraft's advanced motion technology, visit <http://www.SimCraft.com>.

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.

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