



By **Wi-Ex**.com

## 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 in consumer and commercial cell phone signal booster kits. They develop, manufacture and distribute zBoost®, a cell phone signal booster line of products for the home, office, car or commercial settings. The zBoost product line will Extend Cell Zones® for users by improving signal strength for better voice and data transmission while maintaining the integrity of the carriers' networks using patented 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®) 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:**

- 65% 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
- 71 percent consider their cell phone/smartphone their essential voice and/or data connection tool
- 69 percent of online cell phone/smartphone owners who make calls indoors have done something to improve signal reception including: going outside, standing by a window, staying in one place and using a landline\*
- Globally, many countries rely more heavily on their mobile phones, due to a lack of land-line infrastructure

### **The zBoost product line includes:**

1. **zBoost SOHO YX545** for HOME and Office: Dual Band (800MHz and 1900MHz simultaneously) - \$399 (MSRP)
  - a) Coverage up to 3,000 sq ft; Multiple phones and carriers simultaneously
2. **zBoost-METRO YX540** (Dual Band) - a single room cell phone signal booster that requires no external access for the receiving antenna and no vertical separation - \$299 (MSRP)
3. **zBoost-METRO YX540 iP** (Dual Band) - a single room cell phone signal booster that requires no external access for the receiving antenna and no vertical separation; optimized for use with iPhone - \$299 (MSRP)
4. **zBoost-ONE YX400-P** for Sprint and MetroPCS: A single unit with no external antennas- \$249 (MSRP)
  - a) Single band - Sprint and Metro PCS (1900MHz) phones; Coverage up to 1,200 sq ft
5. **zBoost International YX520i** Dual Band for Home and Office - \$399 (MSRP – FOB GA, USA)
  - a) Dual band (900MHz phones and 1800MHz phones simultaneously); increases coverage – up to 3000 sq ft
6. **zBoost-ONE YX400-U** International for 3G/ 2100MHz: A single unit with no external antennas - \$299 (MSRP - FOB GA, USA)
  - a) Single band (2100MHz); Coverage up to 1,200 sq ft
7. **zBoost CSD 20K and 40K** – Installer kits for buildings, office environments and commercial spaces (20,000 sq ft and 40,000 sq ft)
8. **zBoost CI YX745** for the Custom Installer: dual-band - coverage up to 12,000 sq ft

### **Features and Benefits:**

- Easy to set-up
- Affordable
- Award-winning zBoost uses patented 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
- 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**

\*This survey was conducted online within the United States by Harris Interactive on behalf of Wi-Ex from April 5-7, 2011 among 2,260 adults ages 18 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 [danderson@aquapr.com](mailto:danderson@aquapr.com).