



Wi-Ex Launches New zBoost Product at CEDIA

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, launched its new zBoost CI YX745 today at CEDIA. 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.

Showcased at Booth #4012, 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.

"Even in the down economy, investments in home technology continue to grow. Our new product is designed specifically to meet the needs of the custom installer market. The zBoost 745, available only to custom installers, provides an enhanced solution to meet the unique needs of this market," said Lloyd R. Meese, CEO of Wi-Ex. "With consumers increasingly relying on connected devices including iPads, smart phones and laptops to access the Internet at home and in the office, a strong in-door cell phone signal is a necessity for today's digital lifestyle."

Poor in-door cell phone signal continues to frustrate today's mobile consumer. According to the annual zBoost "State of the Cell Signal" Survey, commissioned by Wi-Ex and conducted by Harris Interactive®, nearly 70 percent (66 percent) of cell phone owners consider their cell phone their essential voice and/or data communication tool. The survey, fielded December 8–10, 2009 via Harris' online omnibus survey, also found that 67 percent of cell owners experience problems with their cell phone signal at home including poor quality and 49 percent claim to have done something special to improve signal strength in order to make or receive a call in their home.



In addition and important to the many smart phone, iPhone and Blackberry users, the zBoost State of the Signal survey revealed that 67 percent of cell phone owners use data functions on their cell phones and, of those, nearly 60 percent (57 percent) experience problems with their cell phone service while using data. The zBoost CI Series is designed to help installers provide optimal in-door cell signal performance.

zBoost CI YX745

The zBoost CI YX745 is a Bi-Directional Amplifier (BDA) System which captures and amplifies the cell signal to extend a Cell Zone™ up to 12,000 square feet. The zBoost YX745 is designed for the professional installer and sold only to professional installers supporting both 800MHz (Cellular) and 1900MHz (PCS) bands. The zBoost CI YX745 includes the amplifier base unit, power supply, high gain yagi and panel signal antennas and high gain base unit antenna, signal combiner and mounting hardware. Additional professional accessories are available.

Benefits for zBoost CI YX745 include:

- Decreases dropped or missed calls
- Enhances the performance of your connected device, cell phone, smart phone and wireless data card
- Extends phone battery life (uses less power when signal is stronger)
- Works with all phones and U.S. carriers (except Nextel/iDEN)
- Maintains network integrity using patent-pending technologies
- Manufactured with the highest quality control – (individually calibrated)

zBoost CEDIA/CI Installer Kit

The introductory zBoost CEDIA/CI Installer Kit includes everything an installer needs to help their customers improve indoor cell phone coverage including zBoost products, color customer brochures, magnetic signs for the car or van, dealer CED with sample print ads, product graphics, logos, banner ads, customer presentations and complete product training and a sales book with marketing and product information.



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. The zBoost CI YX745 is sold exclusively to custom installers. The zBoost CI 645, an enhanced version of the zBoost-SOHO, is sold in the retail channel from dealers like Quantum-Wireless. Wi-Ex was 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.

About the zBoost "State of the Cell Signal" Survey:

Harris Interactive® fielded the study on behalf of Wi-Ex from December 8 – 10, 2009 via its QuickQuery online omnibus service, interviewing a nationwide sample of 2,212 U.S. adults aged 18 years and older of whom 1,869 own a cell phone. 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.

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