



## **Wi-Ex Launches zBoost Active Antenna Amplifier at CEDIA**

CEDIA EXPO 2010

ATLANTA--(September 23, 2010)--Wi-Ex ([www.wi-ex.com](http://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 Active Antenna Amplifier today at CEDIA. Showcased at Booth #4012, the zBoost Active Antenna Amplifier is designed to provide maximum in-door cell phone signal performance in signal-challenged buildings and demanding applications.

The zBoost Active Antenna Amplifier optimizes the performance of the external zBoost CI cell phone signal booster antenna reducing dropped calls and improving cell phone signal indoors, as well as maximizing signal and speed of aircards, EDGE and 3G technology, smart phones and use of data on mobile phones.

"The zBoost Active Antenna Amplifier builds upon Wi-Ex's industry leading technology to provide custom installers with a new solution to help enrich their customers' home communication," said Lloyd R. Meese, CEO of Wi-Ex. "The new product utilizes an innovative design configuration to deliver unparalleled value: maximum performance at a lower total solution cost with greater installation flexibility and ease. No other booster manufacturer offers a similar device."

According to the annual zBoost "State of the Cell Signal" Survey, commissioned by Wi-Ex and conducted by Harris Interactive®, nearly 70 percent of cell phone owners consider their cell phone their essential voice and/or data communication tool. The survey also found 67 percent of cell owners experience problems with their signal at home and 49 percent claim to have done something special to improve signal strength.. In addition and important to the many smart phone, iPhone and Blackberry users in metro areas, the survey revealed that 67 percent of cell phone owners use data functions on their cell phones and, of those, nearly 60 percent experience problems while using data.

The benefits to custom installers and CEDIA members include:



- **Fewer antennas:** A zBoost CI external antenna with a zBoost Active Antenna Amplifier can be connected to four zBoost base units while providing a higher quality and level of cell phone signal.
- **More distance:** Prior to the Active Antenna Amplifier the maximum feet of coax cable from the external antenna to the base zBoost unit was 75 feet. With the Active Antenna Amplifier contractors can cover more distance with less degradation. Installers can route the RG-6 where it is convenient (over 250 feet) rather than struggle to keep it less than 75 feet.
- **New locations:** In the past some locations were unable to benefit from a zBoost. With the ability to utilize fewer antennas coupled with the use of longer coax cable, contractors can provide an improved cell phone signal to many of those clients who previously were unable to enjoy the increased cell phone signal provided by zBoost.

The dual-band active antenna amplifier consists of a self-contained, in-line unit to be mounted with the Signal Antenna. No additional cable runs are needed.

### **About Wi-Ex**

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. 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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