



## **Launch of zBoost-METRO Provides Single Story, Urban Dwellers Improved Cell Phone Signal**

### ***zBoost-METRO Industry First Cell Phone Signal Booster with No Vertical Separation***

Las Vegas, NV March 23, 2010 - Wi-Ex, the leading provider of consumer cell phone signal boosters for the home, office and on the go, announced today the launch of the dual-band zBoost-METRO at the International CTIA Wireless 2010 show. Showcased in booth 6015 and at Pepcom's Digital Experience, the zBoost-METRO is the first consumer based cell phone signal booster designed to meet the needs of the urban dwellers including condos, apartments and other single-story living areas.

The zBoost-METRO is a single room cell phone signal booster that requires no external access for the receiving antenna and no vertical separation. The zBoost-METRO is dual band (800MHz and 1900 MHz) and allows consumers to take full advantage of voice, data and Internet services on their mobile phones including 3G high-speed data and video, instant messaging, pictures and more - at home or in their personal workspace.

"The zBoost-METRO was designed to fit the current market void for urban single-story dwellers," said Lloyd R. Meese, CEO of Wi-Ex. "Traditionally, amplifiers and antennas have required vertical separation of 8 to 15 feet making it impossible for urban single-story dwellers in condos, apartments and dorm rooms to benefit from the zBoost product line and other cell phone signal boosters. The zBoost-METRO features advanced technology in the amplifier and antenna which allows for that separation to be minimized while still covering up to 1500 square feet."

Poor in-door cell phone signal continues to frustrate today's mobile consumer. Currently, consumers have three options when it comes to improving in-door cell phone reception including a cell phone signal booster like the industry leading zBoost, a femtocell from their carrier or as most consumers have experienced at some point - standing by a window or going outside. 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 smartphone, iPhone and Blackberry users in metro areas, 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 line of products provides consumers with a solution today. The zBoost-METRO is the only dual band product which allows consumers living or working in a small space to boost their in-door cell phone signal and enjoy increased in-door coverage up to 1500 square feet. In addition, the zBoost-METRO, like the entire line of zBoost products, features patent-pending technology that protect the carrier network.

The package includes everything you need: amplifier base unit, power supply, base unit antenna, coaxial cable (RG59-mini), signal antenna and mounting hardware. The wide radio wave beam width directional antenna receives signals from multiple cell towers. The zBoost-METRO will be available starting in April and will retail for \$299.

### **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.

**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<sup>SM</sup> 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](mailto:danderson705@comcast.net).

**About Harris Interactive**

Harris Interactive is one of the world's leading custom market research firms, leveraging research, technology, and business acumen to transform relevant insight into actionable foresight. Known widely for the Harris Poll and for pioneering innovative research methodologies, Harris offers expertise in a wide range of industries including healthcare, technology, public affairs, energy, telecommunications, financial services, insurance, media, retail, restaurant, and consumer package goods. Serving clients in over 215 countries and territories through our North American, European, and Asian offices and a network of independent market research firms, Harris specializes in delivering research solutions that help us – and our clients – stay ahead of what's next. For more information, please visit [www.harrisinteractive.com](http://www.harrisinteractive.com).

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