

# Target Audience Profiles

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## **Metro Tech Man**

Target Audience: Male, Early Adopters and Smart Phone Enthusiasts

The Metro Tech Man is passionate about his smart phone and each new app. He can list the specs of the Droid, iPhone 4 or Blackberry Bold the way his Grandpa could quote baseball stats. Nothing ruins his day faster than seeing no service on his smart phone. Instead of checking emails, texts, stock quotes, sports scores and his favorite news outlet, now he's staring at his phone thinking bad thoughts about his carrier. No need for that, when a zBoost cell phone signal booster can keep the Metro Tech Man connected throughout the day.

According to CEA's 12th Annual Household Consumer Electronics survey, this early adopter owns more than \$1000 in consumer electronic devices. Keep your Metro Tech man happily connected with a gift of a zBoost cell phone signal booster.

### **zBoost-METRO - \$299**

- Urban living: Extends signal indoors for condos, lofts and apartments
- Easy set-up: Antenna attaches to window with coverage up to 1,500 sq ft
- Smartphone ready: Boosts 3G, Edge and aircards for multiple users and multiple carriers simultaneously

### **zBoost-SOHO Dual Band - \$399**

- Coverage you need: Boost both 800MHz and 1900MHz simultaneously including aircards, EDGE and 3G Technology
- Home or office: Coverage up to 2,500 sq ft;
- Friends welcome: Multiple phones and carriers simultaneously

## Man Cave

Target Audience: Men, Early to Mid-Adopters of Technology, Sport's Fans and Cave Men

After a hard day's work, most men need time and a place to relax. According to a survey by Service Magic, 40 percent of responders have a Man Cave in their home. The Man Cave is often located in the basement or garage, areas that frequently experience a poor cell phone signal. According to the zBoost Cell Phone Signal Survey, 67 percent of cell phone owners experience problems with their in-door cell phone service.

Give your man a zBoost cell phone signal booster this holiday season and keep him connected while he's sitting in his favorite chair, cheering on his favorite team, enjoying a cold one.

### zBoost-SOHO Dual Band - \$399

- Cave coverage: Up to 2,500 sq ft;
- Ready for the big game: Multiple phones and carriers simultaneously
- Work or fun: Boosts aircards, EDGE and 3G Technology

### zBoost-ONE PCS - \$249

- So easy, a Man Cave dweller could do it: Single base unit with no external antennas
- The signal you need: Boosts aircards, EDGE and 3G Technology
- Good for Man Cave dwelling: Coverage up to 1,200 sq ft



## Urban Dwellers

Target Audience: Young Professionals, Singles, Gen X and Gen Y

A recent National Health Interview Survey showed nearly two-thirds of adults who shared a flat or house with unrelated roommates, reported having only mobile phones, making that group the most likely to be completely wireless and struggling with dropped or missed calls.

If you or a loved one is an Urban Dweller experiencing cell phone signal issues, a zBoost cell phone signal booster is the holiday gift that will help keep you and your roommates connected to friends and family.

### zBoost-METRO - \$299

- Roommate friendly: Works with multiple users and multiple carriers simultaneously
- Single story urban living: Antenna mounts to window
- Easy set-up: Comes with everything you need covering 1500 sq ft.

### zBoost-ONE PCS - \$249

- Perfect for the in-town apartment, loft or condo: Coverage up to 1,200 sq ft
- Sets in window: Single base unit with no external antennas
- Living 3G: Boosts PCS (1900MHz) phones as well as aircards, EDGE and 3G technology

## **Gadget Grands**

Target Audience: Grand Parents, Baby Boomers and Seniors

Every year Gadget Grands become more tech savvy, playing games on line, updating the family on Facebook, sharing photos, texting grandkids or making cell phone calls to their adult children. CEA recently reported that over 80 percent of 60 year olds used cell phones; however at the same time according to the zBoost Cell Phone Signal Survey, 67 percent of cell phone owners experience problems with their in-door cell phone service.

It doesn't matter if you are around the corner or across the country, a zBoost cell phone signal booster is the solution for dropped or missed calls with your loved one. Give your Gadget Grand a zBoost and keep them connected with families and friends this holiday season!

### **zBoost-METRO - \$299**

- Just the right size for cluster homes, condos or apartments: Coverage up to 1500 sq ft
- Easy set-up: Single base unit with external antenna that attaches to the window
- Living the 3G good life: Increases the speed of aircards, EDGE and 3G

### **zBoost-SOHO Dual Band - \$399**

- Large Family Gatherings: Boosts the signal for multiple phones and carriers simultaneously including aircards, EDGE and 3G Technology
- Eliminates dead zones: No more dropped or missed calls
- Second Home Coverage: Up to 2,500 sq ft

## **Vacation Worker**

Target Audience: Executives, Teleworkers, Business Owners and the Self Employed

While nearly 8 in 10 professionals say they want balance in their work and personal lives, according to a survey by Accenture, more than 50 percent work while on vacation. Additionally the number of Vacation Workers increases with age, showing 71 percent of Baby Boomers (those born before 1964) work on vacation by reading and responding to email, taking phone calls and participating in work related conference calls.

Working on vacation can be done easily with a smart phone and a good cell phone signal connection. Unfortunately cell phone signal becomes unreliable both en route and upon arrival at many vacation sights and rural areas. This year give a zBoost to yourself or to the vacation worker in your life and improve the quality of your family's vacation time.

### **zBoost zPocket (zP) - \$119**

- The work accessory you need: Increases signal and speed for cell phones and aircards
- Hotel, resort or childhood bedrooms: Extends CellZone, 4-6 feet
- Compact and easy set up: Fits in an outside pocket of a suitcase or briefcase

### **zBoost-METRO - \$299**

- Vacation living: Extends signal indoors for beach condos, hotel rooms and resorts
- Easy set-up: Antenna attaches to window with coverage up to 1,500 sq ft
- Smartphone ready: Boosts 3G, Edge and aircards for multiple users and multiple carriers simultaneously

## **iFamily**

Target Audience: Dad, Mom, Teens, Tweens and Extended Family

The iFamily has lots of gadgets and even gadgets for their gadgets. They use these gadgets to stay connected through voice, texts, social media, pictures and emails. A recent survey by the Pew Research Center's Internet & American Life Project found that 75 percent of those ages 12-17 now have cell phones.

To keep these iFamily communication gadgets working properly, they frequently need a gadget for their gadget, such as a zBoost cell phone signal booster. This year give your iFamily a zBoost to keep them connected in the car and all parts of the iFamily home including the basement, Man Cave, home office, family room, kitchen and bedrooms.

### **zBoost-SOHO Dual Band - \$399**

- iFamily Living 3G: Boosts cell phone signal, aircards, EDGE and 3G technology
- Covers the house: Coverage up to 2,500 sq ft;
- Great for the whole family: Works with multiple phones and carriers simultaneously

### **zBoost-METRO - \$299**

- Urban living: Extends signal indoors for condos, lofts and apartments
- Easy set-up: Antenna attaches to window with coverage up to 1,500 sq ft
- Smartphone ready: Boosts 3G, Edge and aircards for multiple users and multiple carriers simultaneously

## Smart Phone Savvy

Target Audience: iPhone, Blackberry, Droid and All Smart Phone Users

Is your smart phone the first thing you check when you wake-up? Are you sending emails, surfing the web, and using applications on your smart phone all day? Then you probably have cell phone signal problems like 67 percent of other cell phone users, according to the zBoost Cell Phone Signal Survey. Smart phones users frequently have problems with signal connections and with one-third of households owning a smart phone according to CEA, that is a lot of people with signal problems. The smart phone user is constantly using their phone for everything in their life and needs to stay connected with a good signal.

Give a zBoost cell phone signal booster to the Smart Phone Savvy user on your list and they will thank you every time a call stays connected!

### zBoost-SOHO Dual Band - \$399

- Living 3G, the smart phone way: Boosts cellphone signal, aircards, EDGE and 3G technology
- Covers the house: Coverage up to 2,500 sq ft;
- Works for your smartphone and all your friends too: Works with multiple phones and carriers simultaneously

### zBoost zPersonal (zP) - \$119

- The boost you need: Increases signal and speed for cell phones and aircards
- Personal space: Extends CellZone, 4-6 feet
- Smart phone necessity: Small size and easy set up is ideal for home offices, hotels or apartments

## **iWorker**

Target Audience: Teleworkers, SOHO and Entrepreneurs

Working from home a hassle? Home offices, especially basement ones, can make getting a cell phone signal almost impossible. According to the zBoost "State of the Signal Survey", 45 percent of teleworkers have cell phone signal trouble while teleworking. Cell phones are essential communication tools for teleworkers and when they don't get signal, it makes work even more work.

This holiday season give the iWorker a zBoost and help them enjoy the ease and flexibility provided by teleworking even more!

### **zBoost-SOHO Dual Band - \$399**

- Small Office: Supports multiple phones simultaneously
- Multiple carriers: Boost both 800MHz and 1900MHz
- The coverage you need to work through the whole house: Up to 2,500 sq ft; including aircards, EDGE and 3G Technology

### **zBoost-METRO - \$299**

- Single story urban living: Antenna mounts easily to window
- Easy set-up: Comes with everything required
- Multiple carriers and users: Coverage up to 1,500 sq ft



## Digital Diva

Target Audience: Females and Early Adopters

For today's Digital Diva, technology and gadgets are an integral part of her life. She relies on her gadgets to stay connected in her busy high-tech life. With 1.5 trillion texts sent in 2009 alone, the constant-communicator, the Digital Diva needs to always be available.

This holiday season give the Digital Diva on your list a zBoost to help her stay connected on her mobile, Blackberry or iPhone! There's a good chance she is like one of the 70 percent of cell phone owners who experience problems with their in-door cell phone service.

### zBoost-ONE PCS - \$249

- Independent urban living: Covers 1,200 sq ft
- Constant Communication: Boosts aircards, EDGE and 3G Technology
- Easy set-up: Single base unit with no external antennas

### zBoost-METRO - \$299

- Amplifies signal: Better connection in condos, lofts, and apartments.
- Simple set-up: No external antennas to install
- Divine connection: 1,500 sq ft of coverage



### **Wireless Winner**

Target Audience: Young Professionals, Money Saving Households and College Students

As Generation Y leads the trend of dropping landline phones in favor of cell phones, cell phone signal becomes much more of a necessity, than a luxury. One in every four households have dropped their landlines and have gone wireless only, according to the CDCs National Health Interview Survey. Generation Y doesn't have the time or the money for a landline and even more families are following suit and losing their landlines.

Give your Wireless Winner loved ones, the gift of a reliable cell phone signal.

#### **zBoost-METRO - \$299**

- Extend signal indoors: Condos, dorms and apartments
- Easy set-up: Single base unit with no external antennas
- Just the right size: Coverage up to 1,500 sq ft

#### **zBoost-SOHO Dual Band - \$399**

- Extends CellZones: Increase signal and speed of data and voice transmission, as well as, aircards, 3G and Edge
- Money saving: Perfect for first-time homeowners, fraternity/sorority houses, or your family home with coverage up to 2500 sq ft
- Landline loser: Supports multiple carriers and phones simultaneously



## **Mobile Mom Manager**

Target Audience: Females, Mothers and Household Managers

More Moms than ever are wielding smart phones and use them as a necessity in their busy lives. According to a survey by Nielsen, 14 percent of Moms with cell phones own a smart phone and they are finding them so useful that Mom's represent the fastest growing market for smart phones. Nearly half of mothers say that technology has helped strengthen their families. These CEO's of their families depend on their smart phone to stay organized and to keep in contact with all family members.

Give the Mobile Mom on your list a zBoost cell phone signal booster to help her stay organized and connected to her family!

### **zBoost-SOHO Dual Band - \$399**

- Mom in charge: Boosts cell phone signal, aircards, EDGE and 3G technology
- Covers the house: Coverage up to 2,500 sq ft;
- Great for the whole family: Works with multiple phones and carriers simultaneously

### **zBoost-METRO - \$299**

- Urban living: Extends signal indoors for condos, lofts and apartments
- Easy set-up: Antenna attaches to window with coverage up to 1,500 sq ft
- Smartphone ready: Boosts 3G, Edge and aircards for multiple users and multiple carriers simultaneously

## **On the Go Joe**

Target Audience: RV Travelers, Carpoolers, Salesmen and Vacationers

All On the Go Joes have one thing in common; they need to stay connected while on the road. It doesn't matter if the driving is a local carpool or taking an RV cross country, having a reliable cell signal is a necessity.

In 2009, according to statistics compiled by the Federal Highway Administration, Americans drove a collective 2.9 trillion miles. That's a lot of time spent behind the wheel, so give the On the Go Joe on your list the security of knowing that they have reliable cell service anywhere they might travel with a zBoost cell phone signal booster.

### **zBoost zPocket (zP) - \$119**

- Fits in your suitcase: Small size and easy set up is ideal for hotels, resorts, and remote locations
- The boost you need: Increases signal and connection speed for cell phones and aircards
- Personal space: Extends CellZone, 4-6 feet

### **zBoost-METRO - \$299**

- On the road living: Extends signal indoors for hotel rooms, executive apartments
- Easy set-up: Antenna attaches to window with coverage up to 1,500 sq ft
- Smartphone ready: Boosts 3G, Edge and aircards for multiple users and multiple carriers simultaneously