

Give Your Student a High-Tech Boost This School Year

zPersonal and zPocket improve cell-phone signals in dorms and apartments

(ATLANTA) - Sending your kids away to college does not mean you have to say good-bye to staying connected. Keeping in touch with your college student just got little easier thanks to the Wi-Ex line of cell phone signal boosters. The company's products – including zPersonal and zPocket – will increase your student's cell phone reception in their dorm or apartment, ensuring you do not miss a beat of their college lives. The zBoost suite of products reduce dropped calls and improve signal clarity by capturing the stronger cell phone signal from the outside and amplifying the signal inside.

According to the zBoost Cell Phone Signal Survey commissioned by Wi-Ex and conducted by Harris Interactive[®], 58 percent of college aged adult¹ cell phone owners have made an effort to improve their signal reception when making or receiving cell phone calls in their home. In addition, of those adults who have done something to improve their cell phone signal reception 72 percent headed outside, 59 percent stood by their window, 58 percent used their home phone instead and 55 percent remained in one room.

A Perfect Present for Your College Child

The zBoost Cell Phone Signal Survey revealed that more than nine in ten college aged adults (92 percent) own a cell phone and of those the majority (87 percent) report that their cell phone is their primary phone, making the zPersonal and zPocket ideal for college students relying solely on their cell phone to stay connected. Both products decrease the amount of dropped or missed calls and often extend a phone's battery life.

The zBoost zPersonal (zP) – YX 300 (\$169) increases signal strength and creates a personal Cell Zone™ for a small living and work place (4-6 ft.), making it ideal for college students living in dorm rooms or small apartments. Its compact size and easy set-up are perfect for college students looking for a quick fix to a major problem.

The zBoost zPocket – YX110 (\$119) increases signal and creates a Pocket Cell Zone within the cradle. The zPocket boosts the signal received at the window and rebroadcasts to the pocket which holds the cell phone. The zPocket is compact in size and requires zero installation. This product is great for using speakerphone, headsets, or Bluetooth devices.

All Wi-Ex products use patent-pending technology to protect the carrier network, support voice calls or data services and work with all phones and carriers except Nextel.

Help your child stay connected this upcoming school year with zBoost. For more information on zBoost products visit www.wi-ex.com.

¹For the purposes of this study, "college aged adults" were defined as U.S. adults ages 18-24.