



## **zBoost Launches Commercial Solutions Division**

### ***Award Winning Line of zBoost Products Continue to Help Solve In-door Cell Phone Signal Problems***

Atlanta, GA – September 10, 2009 – Wi-Ex ([www.wi-ex.com](http://www.wi-ex.com)), the leading provider of consumer cell phone signal boosters, launched its Commercial Solutions Division today at CEDIA. The Wi-Ex Commercial Solutions Division includes a dedicated team of Wi-Ex engineers who work closely with building managers and contractors to utilize the zBoost Professional Products to enhance cellular coverage for large (over 25000 sq ft) complex indoor environments. Showcased at Booth #6157, the zBoost line of professional products is designed to create Cell Zones™ in *signal-challenged* professional buildings. The Commercial Division is at the high-end of the product/solutions offerings with its' sophisticated and customized solutions. It will only be sold to authorized dealers. The zBoost line of products reduce dropped calls and improve cell phone signal indoors, as well as increases signal and speed of aircards, EDGE and 3G technology.

“Our new Commercial Solutions Division is designed to help building managers and contractors provide their customers with reliable in-door cell phone reception. With the increase in smartphones, as well as an overall increase in the use of data on mobiles, a strong in-door signal is becoming even more important in large professional settings,” said Lloyd R. Meese, CEO of Wi-Ex. “We have developed a process to make it easy to determine the zBoost needs and ensure a successful product implementation. With several buildings in the Atlanta area already successfully completing the process, we are excited to be announcing the division at CEDIA.”

#### **The Wi-Ex Commercial Solution Division Process**

The Wi-Ex Commercial Solution Division process provides a step-by-step program to ensure a successful product implementation including:

1. Installation Survey Consultation
  - a. Review of installation survey with Wi-Ex engineer
2. Site Survey
  - a. On-site review of location with Wi-Ex engineer to survey the interior and exterior of the building and perform a detailed spectrum analysis to determine the ideal implementation of equipment and installation.
3. Proposal
  - a. Estimate to include the products to be installed and their cost. Installation is not included as the process does not include installation.
4. Detailed Equipment and Schematic List
  - a. Wi-Ex engineer to provide list of equipment and layout of installation.
5. Optimization
  - a. Wi-Ex engineer to provide remote assistance during installation and system commissioning.

#### **The Wi-Ex Commercial Solution**

The Wi-Ex commercial solution is designed for signal-challenged buildings and demanding applications. It increases voice and data coverage starting at 25,000 square feet. The solution uses a Bi-Directional Amplifier (BDA) System that captures and amplifies the cell signal and



Extends a Cell Zone™. This reliable product captures and amplifies both the 800MHz signal and 1900MHz bands simultaneously and increases the signal coverage while decreasing dropped or missed calls.

Increasing the indoor coverage translates into increased productivity and savings for tenants and increased tenant satisfaction for the property managers. Some of the benefits for the cell phone users include extending the battery life, replacing landlines phones, reducing or eliminating dropped calls and increasing wireless applications such as instant messaging, 3G high-speed data picture mail and more.

Other benefits:

- Future compatibility is important for users. For instance, some carriers may use one frequency for voice and another for data on new communication devices. zBoost already works with those newer devices and their carriers
- Uses patent-pending technologies that protect the carrier network.
- Works on both bands, so the installer and their client do not have to guess what cell phone frequency is being used.

**About Wi-Ex ([www.wi-ex.com](http://www.wi-ex.com))**

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 selected as a 2007 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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