

Lose Your Landline Not Your Connection Enjoy Improved In-Door Cell Phone Signal with zBoost

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New York, NY ([PRWeb](#)) June 25, 2008 -- Are you one of the millions of consumers considering losing your landline but concerned about in-door signal reception? If so you are not alone. According to the zBoost "On the Go" survey commissioned by Wi-Ex, the leading provider of consumer cell phone signal boosters and developer of the zBoost line, and conducted by Harris Interactive, one in four consumers would be at least somewhat likely to drop their landline if they had better cell phone signal reception in their home. Showcased today at Digital Experince, the zBoost product line will Extend Cell Zones for users by improving signal strength for better voice and data transmission while maintaining the integrity of the carriers' networks using patent-pending technology.

Recent industry reports estimate that 26 million consumers will opt for a wireless-only connection by 2012. Reliable in-door cell phone signal poses a major hurdle for consumers as they consider making the move to a wireless only connection. The zBoost "On the Go" survey found that 72% of cell phone owners have experienced service problems such as dropped calls (45%), poor signal reception at home (36%) or dead zones at work (34%).

"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 of us have experienced at some point - standing by a window or going outside. Our zBoost line of products provides consumers with an easy and affordable solution," said Sharon Cuppett, spokesperson for Wi-Ex. "In addition, as we have seen in recent news consumers don't want to be tied down to a carrier. Unlike other solutions in the marketplace, the zBoost line is not carrier specific and allows consumers the freedom to change carriers without fear of loosing an improved signal."

On average consumers upgrade their cell phones every 18 months. With the zBoost line of products, consumers can feel free to change carriers to enjoy the latest handsets without worrying about loosing their improved cell phone signal. All Wi-Ex products feature patent-pending technology to protect the carrier network. zBoost offers a suite of products that improve in-door cell phone signals through the creation of cell zones. They are easy to install, affordable and increase in-building coverage by up to 2500 sq ft. The zBoost product line is compatible with 800MHz and 1900MHz and range in price from \$119 - \$399 including:

- zBoost zPocket -- Personal workspace booster works with both 800MHz and 1900MHz - \$119 -- use with speakerphone or Bluetooth headset
- zBoost zPersonal (zP) -- Personal booster that works with both 800MHz and 1900MHz - \$169; single user increases coverage from 4-6ft
- zBoost - Cellular frequency works with 800MHz - \$299 - multiple users simultaneously; increases coverage up to 2500 sq ft.
- zBoost - PCS frequency works with 1900MHz - \$299 - multiple users simultaneously; increases coverage up to 2500 sq ft.
- zBoost - Dual Band works with both 800MHz and 1900MHz - \$399 - multiple users simultaneously; increases coverage up to 2500 sq ft.

- zBoost for the car -- Dual Band works with both 800MHz and 1900MHz - \$299 - New model in Jan 2008
- zBoost safety division - Flexible and affordable technology designed for the public safety market -- shipping in Q3 2008
- zBoost for the Professional Installer - zBoost 600 series of products include single frequencies or a dual-band unit.

About the zBoost "On the Go" Survey

This survey was conducted online by Harris Interactive on behalf of Wi-Ex between March 14 and March 18, 2008 among 2,387 U.S. adults 18 years of age or older, of whom, 2,114 own a cell phone. Sample size for other subgroups is smaller and varies. Results were weighted as needed on the basis of region, age within gender, education, household income, and race/ethnicity. Propensity score weighting was also used to adjust for respondents' propensity to be online. All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words "margin of error" as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal. Respondents for this survey were selected from among those who have agreed to participate in Harris Interactive surveys. The data have been weighted to reflect the composition of the U.S. adult population. Because the sample is based on those who agreed to be invited to participate in the Harris Interactive online research panel, no estimates of theoretical sampling error can be calculated.

About Wi-Ex

Wi-Ex (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. They are easy to install, affordable and available at many retail and etail outlets including RadioShack, Fry's, WPS Antennas, Tiger Direct and Solid Signal. The zBoost product line works with most carriers including AT&T, Sprint, 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 CTIA Emerging Technologies (E-Tech) Award in the Hardware - Mobile Accessory category. 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. The zBoost product line is expected to expand to add international frequencies and commercial applications in the year 2008.

About Harris Interactive®

Harris Interactive is a global leader in custom market research. With a long and rich history in multimodal research that is powered by our science and technology, we assist clients in achieving business results. Harris Interactive serves clients globally through our North American, European and Asian offices and a network of independent market research firms. For more information, please visit www.harrisinteractive.com.

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