



Enjoy More Miles of Signal with zBoost's New Car Cell Phone Signal Booster

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Las Vegas ([PRWEB](#)) January 7, 2008 -- Today's consumers are demanding improved cell phone service at home and on the go. According to the zBoost Car Survey, 65 percent of consumers who use their cell phone in their car have missed and/or dropped calls due to poor signal in their cars. Wi-Ex, the leading provider of consumer cell phone signal boosters, announced today at the Consumer Electronics Show the launch of its new car unit to help consumers stay connected on the go. The dual band unit works with both 1900MHz and 800 MHz phones and extends a Wi-Ex Cell Zone for a single user in the car with no physical connection to the phone.

"Our recent survey findings show the challenges consumers face when using their cell phones on the go. We are committed to developing innovative products to meet consumers cell phone signal challenges. The launch of our new car unit is the latest example of this dedication to improving cell phone signals at home, in the office and on the go," said Lloyd R. Meese, President and CEO of Wi-Ex. "Our complete line of zBoost products, improves productivity, allows for fewer dropped calls and dead zones and improves both voice and data transmissions."

The vast majority of consumers (90%) use their cell phone in their car. While most use their cell phone for personal calls (89 percent), the zBoost Car Survey found that consumers also rely on their cell phones in their cars for emergency situations. Key survey findings include:

- 55 percent of consumers who use their cell phone in their car use it for emergency situations
- 73 percent of consumers who use their cell phone in their car in emergency situations have used it to call for help
- 63 percent of those who use their cell phone in their car in emergency situations have called for help when they experienced car trouble
- 48 percent of consumers who use their cell phones in their cars in emergency situations have called to report an accident

The zBoost Car Unit captures the signal outside of your car and amplifies it on the inside to create a better signal. It supports voice calls or data services and works with all phones and carriers except Nextel. The unit extends the cell phone range up to 10 times the signal strength with no wires connected to the cell phone. This allows miles and miles of uninterrupted voice and data transmission. Other benefits include extending the battery life, reducing or eliminating dropped calls and increasing wireless applications such as instant messaging, 3G high-speed data, picture mail and more.

The zBoost Car Survey also found that 85 percent of consumers have done something while using their cell



phone in a cell phone signal deadzone to try and keep and/or improve their signal. 69 percent of consumers who have experienced a cell phone signal deadzone in their cars have hung up the phone while 21 percent have driven to another area where they had a cell phone signal.

The car unit is easy to install and the package includes everything a consumer needs to improve their cell phone signal on the go. The product consists of a bi-directional amplifier unit housed in a sturdy, lightweight ABS plastic enclosure that can be located under the seat or in the front console. The amplifier connects to the vehicle's 12V power through a supplied Cigarette Lighter Adapter (CLA).

Like all Wi-Ex products, the zBoost Car Unit uses 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 \$169 - \$399 including:

- zBoost zPersonal (zP) -- Personal booster that works with both 800MHz and 1900MHz - \$169 (Wireless Version); 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 - New model in Jan 2008 -- introduction price \$239
- zBoost for the Professional Installer - zBoost 600 series of products include single frequencies or a dual-band unit.

zBoost Car Survey

This study was conducted online within the United States on behalf of Wi-Ex between December 19 and December 21, 2007 among 2,270 U.S. adults ages 18+, of whom 1,746 own a car and a cell phone. Results were weighted as needed for age, sex, race/ethnicity, education, region, and household income. 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 (www.wi-ex.com)

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 (www.radioshack.com), Fry's (www.frys.com), WPS Antennas (www.wpsantennas.com), Tiger Direct (www.tigerdirect.com) and Solid Signal (www.solidsignal.com). 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®

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To become a member of the Harris Poll Online and be invited to participate in online surveys, register at <http://www.harrispollonline.com>.

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