

Emerging New Category - Consumer Cell Phone Signal Boosters

An Interview with the leader of the category - Wi-Ex, the makers of zBoost

- 1) How does zBoost work?
 - a) The Wi-Ex cellular phone signal booster, zBoost, captures the stronger cell phone signal from the outside or near a window and amplifies the signal inside, thus improving your wireless coverage. It's that simple.
- 2) Does it need lots of power?
 - a) No, we use advanced technology so we require less power to boost a signal than others in the marketplace. More power does not necessarily provide a cleaner, increased signal. There is more involved in amplifying a signal and our engineers have designed a unit that doesn't require a lot of power.
- 3) Do I need to worry about "receive sensitivity"?
 - a) No, that measurement doesn't affect how great our product works. This measurement is more appropriately used in radio. Receiving, like the cell phone itself, not signal boosters.
- 4) Which zBoost is for me?
 - a) Wi-Ex offers a family of affordable models that vary on coverage and number of users

Model	Coverage area	Supports single or multiple users	Frequency band(s)	Price (MSRP)
zBoost zPersonal (zP) for the Personal Workspace				
zBoost zP YX300-Dual Band	up to 6 ft from antenna	Single user	800 and 1900 MHz Dual Band	\$169
zBoost for the Home or Office				
zBoost YX500-PCS	up to 2500 sq. ft.	Multiple Users	1900 MHz (PCS)	\$299
zBoost YX500-CEL	up to 2500 sq. ft.	Multiple Users	800 MHz (CEL)	\$299
zBoost YX510-Dual Band	up to 2500 sq. ft.	Multiple Users	800 and 1900 MHz Dual Band	\$399
zBoost for the Car				
zBoost YX230-Dual Band	In-Vehicle	Multiple Users	800 and 1900 MHz Dual Band	\$299

- 5) Are all signal boosters the same? Does yours really work?
 - a) No, they are not the same. Our solutions are affordable because our technology is far superior. **AND YES IT REALLY WORKS!** But don't take our word for it - go to our website (www.wi-ex.com) and check out some of the reviews of our product by nationally respected journalists and editors in trade and business publications. You'll see articles from these publications and others:
 - i) Inc. Magazine - "Now you can have "the network with the fewest dropped calls," no matter what cell-phone provider you have."
 - ii) New York Times - "In a test in a basement that has traditionally been a dead zone, reception improved from one or two bars to a full four bars. Cave dwellers now have one less excuse for being antisocial."

- iii) Crunch Gear - "This is what I like to see - a cool product that does exactly what it advertises."
- iv) Yahoo Tech - "The setup took me all of two minutes. The base station blinked green immediately, and the bars on my T-Mobile phone went from one to four (out of a possible five) to indicate a healthy signal ... you can safely consider ditching your landline, and it's a lot more convenient than leaving home every time you want to make a call."
- v) HGTV - "The meter on his cell phone signal immediately went from fluctuating between zero and one bar, to a steady three bars (out of a total of five). Moving the zBoost antenna around the attic increased the number of bars to four. He walked around the house and signal strength was between two and four throughout the home. Very good."