



New zBoost Car Survey Reveals More Than 60 Percent of Consumers Lose Their Cell Phone Signal On the Go

Wi-Ex, the leading provider of consumer cell phone signal boosters, announced today at the Consumer Electronics Show the results of its zBoost Car Survey which revealed that 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. The survey finding demonstrates that consumers experience similar cell phone issues both at home and on the go. The zBoost Cell Phone Signal Survey conducted in 2007 found that 69 percent of cell phone owners who make cell phone calls at home have missed or dropped cell phone calls due to poor signal reception or dead zones in their home.

Las Vegas ([PRWEB](#)) January 7, 2008 -- Wi-Ex, the leading provider of consumer cell phone signal boosters, announced today at the Consumer Electronics Show the results of its zBoost Car Survey which revealed that 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. The survey finding demonstrates that consumers experience similar cell phone issues both at home and on the go. The zBoost Cell Phone Signal Survey conducted in 2007 found that 69 percent of cell phone owners who make cell phone calls at home have missed or dropped cell phone calls due to poor signal reception or dead zones in their home.

"The zBoost survey findings clearly demonstrate the challenges consumers face when it comes to finding and maintaining a strong cell phone signal," said Lloyd R. Meese, President and CEO of Wi-Ex. "We are committed to continuing to provide innovative solutions to meet consumers' cell phone signal challenges. The zBoost suite of products provides consumers with the first affordably priced signal booster solutions to improve their cell phone signal whether at home, in the office or on the go."

The zBoost Car Survey also found that emergency situations are a top use of cell phones in the car.

- 89 percent of consumers who use their cell phones in their cars do so to make personal calls
- 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 called for help when they experienced car trouble
- 48 percent of consumers who use their cell phones in their cars in emergency situations have reported an accident.

Other key survey findings include:

- 85 percent of consumers who have experienced a cell phone in a cell phone signal deadzone have done something 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
- 21 percent have driven back to another area where they had a cell phone signal

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. All zBoost products feature patent-pending technology to protect the carrier network. 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 and zBoost Cell Phone Signal Survey

The zBoost Car 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.

The zBoost Cell Phone Signal survey was also conducted online by Harris Interactive on behalf of Wi-Ex between January 23 and January 25, 2007 among 2,413 U.S. adults 18 years of age or older. Figures for region, age within gender, education, household income and race/ethnicity were weighted where necessary to bring them into line with their actual proportions in the population. 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 (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®

Harris Interactive is the 13th largest and one of the fastest-growing market research firms in the world. The company provides innovative research, insights and strategic advice to help its clients make more confident decisions which lead to measurable and enduring improvements in performance. Harris Interactive is widely known for The Harris Poll, one of the longest running, independent opinion polls, and for pioneering online market research methods. The company has built what it believes to be the world's largest panel of survey respondents, the Harris Poll Online. Harris Interactive serves clients worldwide through its North American, European and Asian offices and through a global network of independent market research firms. More information about Harris Interactive may be obtained at www.harrisinteractive.com.

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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