



zBoost: Solving Signal Problems

Poor in-door cell phone signal continues to frustrate today's mobile consumer. Currently, 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 consumers have experienced at some point - standing by a window or going outside.

The Cell Phone Signal Issue (provided by the zBoost "State of the Cell Signal" Survey, commissioned by Wi-Ex and conducted by Harris Interactive®):

- 67 percent of cell phone owners experience problems including poor quality
- 49 percent of cell phone owners claim to have done something special to improve signal
- 67 percent of cell phone owners use data functions on their cell
- 57 percent of cell phone owners experience problems with their cell phone service while using data functions
- Nearly 70 percent (66 percent) of cell phone owners consider their cell phone their essential communications tool
- 26 percent of cell phone owners would be at least somewhat likely to eliminate their home (landline) if they had better cell phone signal reception in their home
- 52 percent of cell phone signal owners would be at least somewhat likely to extend their service contract by one year if their current cell phone provider offered a cell phone signal enhancer or repeater for minimal or no cost

Today's Digital Lifestyle and Mobile Phones :

- 26 percent of Americans get news on their phones (The Associated Press March 2010)
- Smartphone sales will surpass worldwide PC sales by the end of 2010 (RBC August 2009)
- 80 percent of young adults (18-34) cite their wireless phone as their "lifeline" to others (Sprint August 2009)
- The U.S. smartphone market is expected to grow by 25 percent in 2010 (IDC June 2009)
- 29 percent of smartphone users spend 3 or more hours a day with the device (gravitytank.com June 2009)

About the zBoost Cell Phone Signal Survey

*The "State of the Cell Signal" survey was conducted online by Harris Interactive® fielded the study on behalf of Wi-Ex from December 8 – 10, 2009 via its QuickQuerySM online omnibus service, interviewing a nationwide sample of 2,212 U.S. adults aged 18 years and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact Deanna Anderson at danderson705@comcast.net.