

# Target Audience Profiles

## Table of Content

<a href="#"><u>Metro Tech Man</u></a>	1
<a href="#"><u>Man Cave</u></a>	2
<a href="#"><u>Urban Dwellers</u></a>	3
<a href="#"><u>Gadget Grands</u></a>	4
<a href="#"><u>Vacation Worker</u></a>	5
<a href="#"><u>iFamily</u></a>	6
<a href="#"><u>Smart Phone Savvy</u></a>	7
<a href="#"><u>iWorker</u></a>	8
<a href="#"><u>Digital Diva</u></a>	9
<a href="#"><u>Wireless Winner</u></a>	10
<a href="#"><u>Mobile Mom Manager</u></a>	11
<a href="#"><u>On the Go Joe</u></a>	12



## **Metro Tech Man**

Target Audience: Male, Early Adopters and Smart Phone Enthusiasts

The Metro Tech Man is passionate about his smart phone and each new app. He can list the specs of the Droid, iPhone 4 or Blackberry Bold the way his Grandpa could quote baseball stats. Nothing ruins his day faster than seeing no service on his smart phone. Instead of checking emails, texts, stock quotes, sports scores and his favorite news outlet, now he's staring at his phone thinking bad thoughts about his carrier. No need for that, when a zBoost cell phone signal booster can keep the Metro Tech Man connected throughout the day.

According to CEA's 12th Annual Household Consumer Electronics survey, this early adopter owns more than \$1000 in consumer electronic devices. The Metro Tech Man can stay happily connected with a zBoost cell phone signal booster.

### **zBoost-METRO - \$299**

- Urban living: Extends signal indoors for condos, lofts and apartments
- Easy set-up: Antenna attaches to window with coverage up to 1,500 sq ft
- Smartphone ready: Boosts 3G, Edge and aircards for multiple users and multiple carriers simultaneously

### **zBoost SOHO - \$399**

- Coverage you need: Boost both 800MHz and 1900MHz simultaneously including aircards, EDGE and 3G Technology
- Home or office: Coverage up to 3,000 sq ft;
- Friends welcome: Multiple phones and carriers simultaneously

## Man Cave

Target Audience: Men, Early to Mid-Adopters of Technology, Sport's Fans and Cave Men

After a hard day's work, most men need time and a place to relax. According to a survey by Service Magic, 40 percent of responders have a Man Cave in their home. The Man Cave is often located in the basement or garage, areas that frequently experience a poor cell phone signal. According to the zBoost Cell Phone Signal Survey, 67 percent of cell phone owners experience problems with their in-door cell phone service.

The Man Cave man can stay connected while he's sitting in his favorite chair, cheering on his favorite team, enjoying a cold one.

### zBoost SOHO - \$399

- Coverage you need: Boost both 800MHz and 1900MHz simultaneously including aircards, EDGE and 3G Technology
- Home or office: Coverage up to 3,000 sq ft;
- Friends welcome: Multiple phones and carriers simultaneously

### zBoost-ONE PCS - \$249

- So easy, a Man Cave dweller could do it: Single base unit with no external antennas
- The signal you need: Boosts aircards, EDGE and 3G Technology
- Good for Man Cave dwelling: Coverage up to 1,200 sq ft



## Urban Dwellers

Target Audience: Young Professionals, Singles, Gen X and Gen Y

A recent National Health Interview Survey showed nearly two-thirds of adults who shared a flat or house with unrelated roommates, reported having only mobile phones, making that group the most likely to be completely wireless and struggling with dropped or missed calls.

Urban Dwellers experiencing cell phone signal issues need a zBoost cell phone signal booster to keep connected with friends and family.

### zBoost-METRO - \$299

- Roommate friendly: Works with multiple users and multiple carriers simultaneously
- Single story urban living: Antenna mounts to window
- Easy set-up: Comes with everything you need covering 1500 sq ft.

### zBoost-ONE PCS - \$249

- Perfect for the in-town apartment, loft or condo: Coverage up to 1,200 sq ft
- Sets in window: Single base unit with no external antennas
- Living 3G: Boosts PCS (1900MHz) phones as well as aircards, EDGE and 3G technology

## **Gadget Grands**

Target Audience: Grand Parents, Baby Boomers and Seniors

Every year Gadget Grands become more tech savvy, playing games on line, updating the family on Facebook, sharing photos, texting grandkids or making cell phone calls to their adult children. CEA recently reported that over 80 percent of 60 year olds used cell phones; however at the same time according to the zBoost Cell Phone Signal Survey, 67 percent of cell phone owners experience problems with their in-door cell phone service.

It doesn't matter if around the corner or across the country, a zBoost cell phone signal booster is the solution for dropped or missed calls with your loved one.

### **zBoost-METRO - \$299**

- Just the right size for cluster homes, condos or apartments: Coverage up to 1500 sq ft
- Easy set-up: Single base unit with external antenna that attaches to the window
- Living the 3G good life: Increases the speed of aircards, EDGE and 3G

### **zBoost SOHO - \$399**

- Coverage you need: Boost both 800MHz and 1900MHz simultaneously including aircards, EDGE and 3G Technology
- Home or office: Coverage up to 3,000 sq ft;
- Friends welcome: Multiple phones and carriers simultaneously

## **Vacation Worker**

Target Audience: Executives, Teleworkers, Business Owners and the Self Employed

While nearly 8 in 10 professionals say they want balance in their work and personal lives, according to a survey by Accenture, more than 50 percent work while on vacation. Additionally the number of Vacation Workers increases with age, showing 71 percent of Baby Boomers (those born before 1964) work on vacation by reading and responding to email, taking phone calls and participating in work related conference calls.

Working on vacation can be done easily with a smart phone and a good cell phone signal connection. Unfortunately cell phone signal becomes unreliable both en route and upon arrival at many vacation sights and rural areas. Improve the quality of vacation working with a zBoost cell phone signal booster.

### **zBoost zPocket (zP) - \$119**

- The work accessory you need: Increases signal and speed for cell phones and aircards
- Hotel, resort or childhood bedrooms: Extends CellZone, 4-6 feet
- Compact and easy set up: Fits in an outside pocket of a suitcase or briefcase

### **zBoost Car Unit - \$179**

- Stay in touch with the office or clients while on the road: Extends cell signal up to 10x the average strength, allowing miles of uninterrupted voice and data transmissions, including aircards, EDGE and 3G technology
- Don't get lost: Keeps your Smartphone GPS connected
- Don't delay departures: Business can continue in the car as your spouse drives you and the family to your vacation destination while you stay connected

## **iFamily**

Target Audience: Dad, Mom, Teens, Tweens and Extended Family

The iFamily has lots of gadgets and even gadgets for their gadgets. They use these gadgets to stay connected through voice, texts, social media, pictures and emails. A recent survey by the Pew Research Center's Internet & American Life Project found that 75 percent of those ages 12-17 now have cell phones.

To keep these iFamily communication gadgets working properly, they frequently need a gadget for their gadget, such as a zBoost cell phone signal booster. A zBoost keeps the iFamily connected in the car and all parts of the iFamily home including the basement, Man Cave, home office, family room, kitchen and bedrooms.

### **zBoost SOHO - \$399**

- Coverage you need: Boost both 800MHz and 1900MHz simultaneously including aircards, EDGE and 3G Technology
- Home or office: Coverage up to 3,000 sq ft;
- Friends welcome: Multiple phones and carriers simultaneously

### **zBoost Car Unit - \$179**

- 3G on the go: Extends cell signal up to 10x the average strength, allowing miles of uninterrupted voice and data transmissions, including aircards, EDGE and 3G technology
- Miles of smart phone entertainment for the kids: Extends battery life on your phone for long rides
- Safety and cell phone reliability: Stay connected in case of a road side emergency

### **Smart Phone Savvy**

Target Audience: iPhone, Blackberry, Droid and All Smart Phone Users

Is your smart phone the first thing you check when you wake-up? Are you sending emails, surfing the web, and using applications on your smart phone all day? Then you probably have cell phone signal problems like 67 percent of other cell phone users, according to the zBoost Cell Phone Signal Survey. Smart phones users frequently have problems with signal connections and with one-third of households owning a smart phone according to CEA, that is a lot of people with signal problems. The smart phone user is constantly using their phone for everything in their life and needs to stay connected with a good signal.

#### **zBoost SOHO - \$399**

- Coverage you need: Boost both 800MHz and 1900MHz simultaneously including aircards, EDGE and 3G Technology
- Home or office: Coverage up to 3,000 sq ft;
- Friends welcome: Multiple phones and carriers simultaneously

#### **zBoost zPersonal (zP) - \$119**

- The boost you need: Increases signal and speed for cell phones and aircards
- Personal space: Extends CellZone, 4-6 feet
- Smart phone necessity: Small size and easy set up is ideal for home offices, hotels or apartments

**iWorker**

Target Audience: Teleworkers, SOHO and Entrepreneurs

Working from home a hassle? Home offices, especially basement ones, can make getting a cell phone signal almost impossible. According to the zBoost "State of the Signal Survey", 45 percent of teleworkers have cell phone signal trouble while teleworking. Cell phones are essential communication tools for teleworkers and when they don't get signal, it makes work even more work.

**zBoost SOHO - \$399**

- Coverage you need: Boost both 800MHz and 1900MHz simultaneously including aircards, EDGE and 3G Technology
- Home or office: Coverage up to 3,000 sq ft;
- Friends welcome: Multiple phones and carriers simultaneously

**zBoost-METRO - \$299**

- Single story urban living: Antenna mounts easily to window
- Easy set-up: Comes with everything required
- Multiple carriers and users: Coverage up to 1,500 sq ft

## Digital Diva

Target Audience: Females and Early Adopters

For today's Digital Diva, technology and gadgets are an integral part of her life. She relies on her gadgets to stay connected in her busy high-tech life. With 1.5 trillion texts sent in 2009 alone, the constant-communicator, the Digital Diva needs to always be available.

### zBoost-ONE PCS - \$249

- Independent urban living: Covers 1,200 sq ft
- Constant Communication: Boosts aircards, EDGE and 3G Technology
- Easy set-up: Single base unit with no external antennas

### zBoost-METRO - \$299

- Amplifies signal: Better connection in condos, lofts, and apartments.
- Simple set-up: No external antennas to install
- Divine connection: 1,500 sq ft of coverage



## **Wireless Winner**

Target Audience: Young Professionals, Money Saving Households and College Students

As Generation Y leads the trend of dropping landline phones in favor of cell phones, cell phone signal becomes much more of a necessity, than a luxury. One in every four households have dropped their landlines and have gone wireless only, according to the CDCs National Health Interview Survey. Generation Y doesn't have the time or the money for a landline and even more families are following suit and losing their landlines.

### **zBoost-METRO - \$299**

- Extend signal indoors: Condos, dorms and apartments
- Easy set-up: Single base unit with no external antennas
- Just the right size: Coverage up to 1,500 sq ft

### **zBoost SOHO - \$399**

- Coverage you need: Boost both 800MHz and 1900MHz simultaneously including aircards, EDGE and 3G Technology
- Home or office: Coverage up to 3,000 sq ft;
- Friends welcome: Multiple phones and carriers simultaneously



## **Mobile Mom Manager**

Target Audience: Females, Mothers and Household Managers

More Moms than ever are wielding smart phones and use them as a necessity in their busy lives. According to a survey by Nielsen, 14 percent of Moms with cell phones own a smart phone and they are finding them so useful that Mom's represent the fastest growing market for smart phones. Nearly half of mothers say that technology has helped strengthen their families. These CEO's of their families depend on their smart phone to stay organized and to keep in contact with all family members.

### **zBoost Car Unit - \$179**

- Miles of talking: Extends cell signal up to 10x the average strength, allowing miles of uninterrupted voice and data transmissions, including aircards, EDGE and 3G technology.
- Good bye dead zones: Eliminates dropped calls in the city and on long distance trips
- More time to talk: Extends battery life on your phone while carpooling your children around town

### **zBoost SOHO - \$399**

- Coverage you need: Boost both 800MHz and 1900MHz simultaneously including aircards, EDGE and 3G Technology
- Home or office: Coverage up to 3,000 sq ft;
- Friends welcome: Multiple phones and carriers simultaneously



### **On the Go Joe**

Target Audience: RV Travelers, Carpoolers, Salesmen and Vacationers

All On the Go Joes have one thing in common; they need to stay connected while on the road. It doesn't matter if the driving is a local carpool or taking an RV cross country, having a reliable cell signal is a necessity.

In 2009, according to statistics compiled by the Federal Highway Administration, Americans drove a collective 2.9 trillion miles. That's a lot of time spent behind the wheel, so get a zBoost cell phone signal booster and get the security of having reliable cell service anywhere while traveling.

#### **zBoost Car Unit - \$179**

- Extends cell signal: Up to 10x the average strength
- Miles of talking: Increases the speed of aircards, EDGE and 3G technology
- Safety on the road: Eliminates dead zones on the road - extends battery life

#### **zBoost zPocket (zP) - \$119**

- Fits in your suitcase: Small size and easy set up is ideal for hotels, resorts, and remote locations
- The boost you need: Increases signal and connection speed for cell phones and aircards
- Personal space: Extends CellZone, 4-6 feet