



High- quality, customer-oriented, network-compatible products to extend outdoor cell coverage to indoor Homes and Offices

Presentation Overview

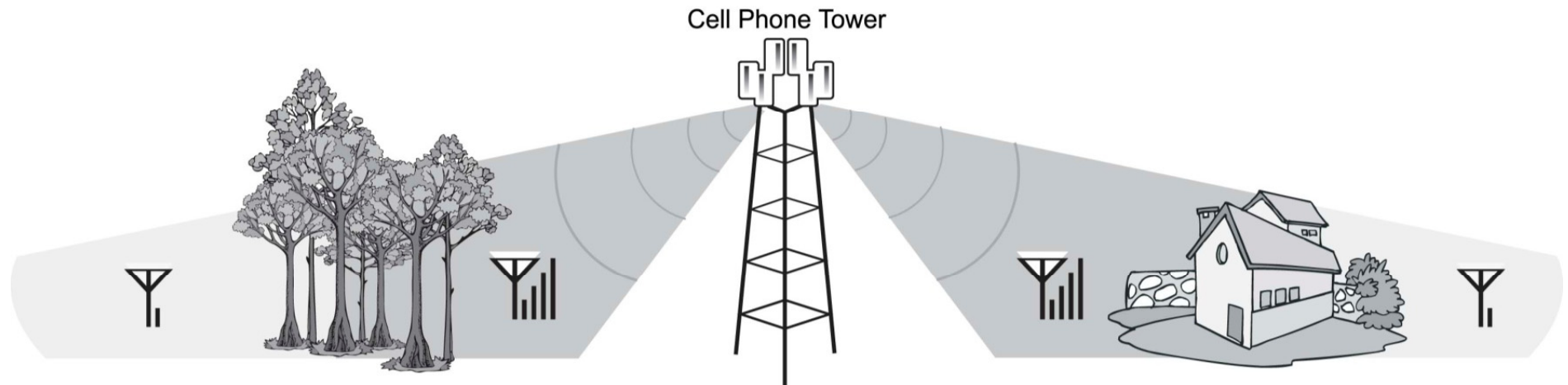
1. Causes of poor indoor cellular coverage
2. zBoost as a solution
3. zBoost product family
4. Wi-Ex Commercial Solution Division
5. Conclusion

The Keys to Success

- ② Basic knowledge of cellular network
- ② Understand each zBoost models' functions, features and benefits
- ② Promote the applicable zBoost model to new and existing customers



Indoor Coverage is the Issue



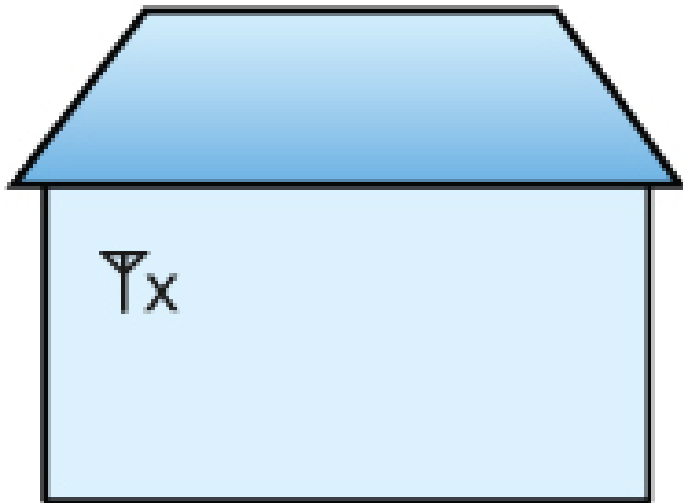
Nearly 80% of cell phone users experience indoor signal problems.

Signal is often blocked by trees and building materials

zBoost is The Answer



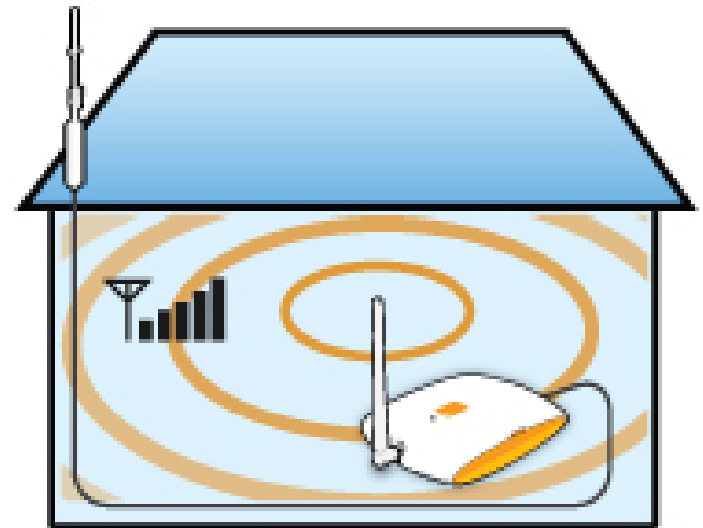
- ② Proven product in market
- ② Value added sale
- ② Consumers save money by cancelling land line(s)
- ② Patented network protection
- ② Sleek, consumer-friendly styling



Indoor Signal without zBoost



Outdoor Signal



Indoor Cell Zone with zBoost

zBoost:

- ② Reduces dropped and missed voice calls
- ② Increases cellular data transmission speeds on smart phones and laptops using 3G air cards
- ② Extends device battery life
- ② Compatible with all cellular devices and technologies (except Nextel and 4G)
- ② Compatible with all cellular technologies in the 800Mhz and 1900Mhz bands (CDMA, TDMA, GSM, 3G)





zBoost International Product Line Helps Solve In-door Cell Phone Signal Problems

BERLIN- September 1

Wi-Ex(R), the leader in cell ONE UMTS 3G signal boosters for consumers and network operators, has introduced external aerials and extends UMTS/HSPA (2100MHz). 1800 MHz frequencies and coverage -- up to 200 sq. m

"The zBoost-ONE UMTS is for improving in-door signal for distributors across Europe. It's mainstream in Europe, our goal is to enjoy all of the benefits of the mobile phone revolution."

zBoost-ONE UMTS

Designed to create an in-door throughput of the mobile device is available. The zBoost-ONE speeds of UMTS are now in smart phones like iPhone. It begins reducing dropped calls exclusively on Amazon.com

zBoost International

The zBoost International aerial (voice) and is compatible with room, the basement, an office base unit, power supply, base hardware. The omni-directional will retail for an introductory price.

About Wi-Ex (www.wi-ex.com)

Wi-Ex (www.wi-ex.com), the consumer-priced signal booster and distributes the zBoost line works with most carriers in



By Bob Gatton

I know contractors practically run their business by cell phone, and I can relate. In 2001 and 2002 I worked from my home for a large corporation. It gave me a cell phone for business use. It works very well almost everywhere—except in my home. I walk a few doors down the street and check for signal and going outside is not a totally bad situation. It's the optimal situation for conducting business.

Enter zBoost, which makes a system that boosts zBoost (retail price \$299.99) has two main parts: the highest part of the home or office, and run station. Plug the base station into a wall outlet,

How well did it work? I set up the zBoost system about his lack of cell phone reception. I went up to the second floor, attached the antenna, and plugged it in. The meter on his cell phone went from one bar, to a steady three bars (out of a total of four) throughout the home. Very good.

An added benefit: A cell phone that is constant signal strength is higher, the battery will last longer.

A couple of points to remember:
1. The antenna works best when it is vertically oriented.
2. If you don't have any cell phone signal, this device amplifies it. If there is no signal, there is no signal.

ZBoost currently offers two models for home-of YX500-PCS for 1900 MHz phones. T-Mobile, Me 1900MHz band. With these carriers, the YX500—such as Cingular and Verizon, can operate on both bands. To determine which frequency your provider is using, call Verizon office to determine which frequency is being used in early 2007.

If you have good reception in your home, you'll signal a bar or two. But if the signal is not, you'll gladly paid \$300 for the zBoost YX500 a cell phone, even if I could not put it on my cell phone.

Bob Gatton is a Knoxville, Tenn.-based home-theater writer.



8 Tech Trends for 2010

Monday, November 02, 2009 By John Brandon

FOX NEWS

Some of the most innovative, interesting, and, well, strange things you can do with Google or Microsoft. And it's just around the corner.

Here's our list of the tech trends, products, and innovations that will affect your life next year.

1. You'll attend an online funeral
2. You'll start life-casting
3. Your body will control video games
4. You'll leave your tape measure at home
5. You'll (finally) use a content aggregator
6. You'll burn your business cards
7. You'll chat with faceless minions
8. Your gadgets will have gadgets

Cell-phone boosters have become popular in the past few years. Most have added, oh, one bar at most. The zBoost ONE adds up three bars. The device is so innovative, it won a Consumer Electronics Award.

Why the trend is important: People in rural areas and deep woods are embracing the mobile revolution. A booster makes high-speed access available.



Wi-Ex: 'Make Your Signals Significant'

By Geoff Oldmixon

Wi-Ex is at the CEDIA Expo this year to show off its zBoost product, a cell phone signal booster.

According to Wi-Ex president Lloyd Meese, consumers complain a great deal about the challenge of getting and keeping a strong indoor cell phone signal.

"We wanted to provide installers with a simple and effective way to address this problem," he says.

The zBoost CEDIA/Installer Kit includes "everything an installer needs to help their customers," Wi-Ex claims. It comes with the zBoost ProPack as well as marketing, presentation and training materials.

Designed for demanding professional coverage applications, it increases coverage up to 10,000 square feet. The zBoost ProPack series uses a bidirectional amplifier system that captures and amplifies both 800 MHz and 1,900 MHz bands simultaneously.



zBoost Product Family

SOHO



METRO



ProPack



One Piece - PCS



zPocket



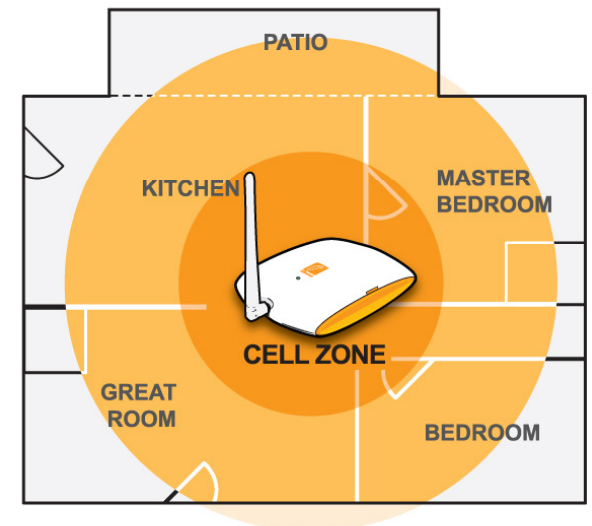
International



zBoost Product Family – SOHO

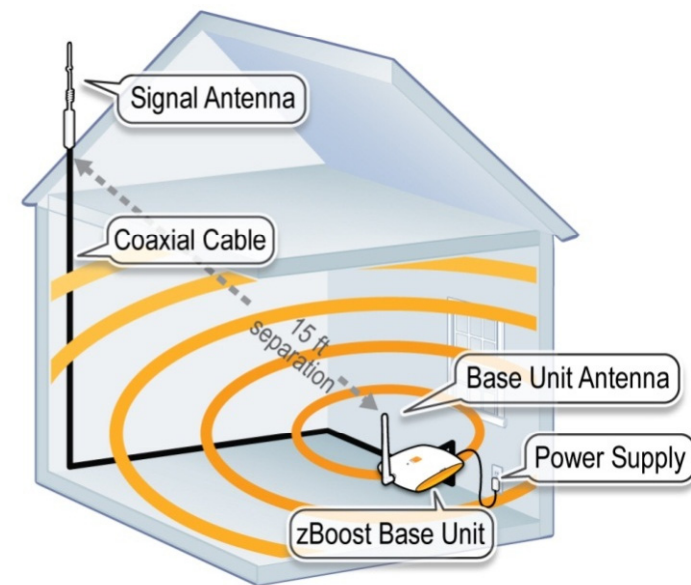
YX545 SOHO for Small Office Home Office

- **Up to 3,000 sq. ft. of coverage**
- z Captures the outside cellular signal then brings it indoors
- z No cradle or connections to your cellular device
- z Supports multiple simultaneous users
- z Works with all phones and wireless data cards on 800 and 1900MHz frequencies



YX545 SOHO Setup

- ② Place Signal Antenna outdoors or in attic where you get the best signal
- ② Place the Base Unit where you want to create a Cell Zone™
- ② Run the supplied coax between the Signal Antenna and Base Unit
- ② Plug it in and you are ready to enjoy improved cellular coverage
- ② Use the simple visual indicator for setup assistance



(Requires 15ft+ of **vertical** separation between the signal antenna and the base unit for optimal performance)

zBoost Product Family - METRO

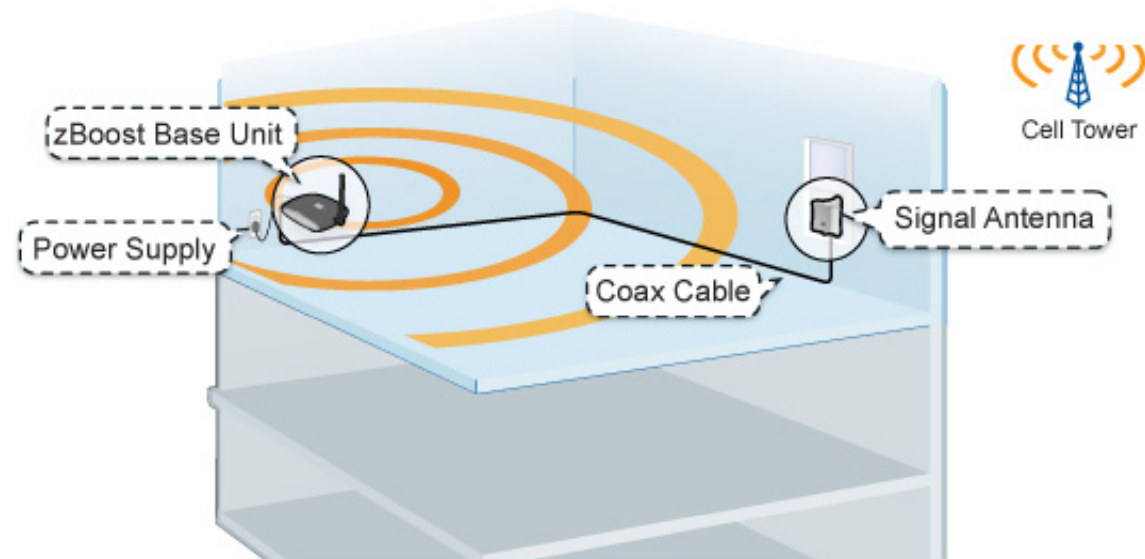
YX540 METRO for single story urban dwellings

- **Up to 1,500 sq. ft. of coverage**
- z Captures cellular signal from an interior window and extends it further inside the dwelling.
- z No more standing by a window to make calls!
- z Designed for apartments, condos, lofts and any other building where outside antenna placement is not possible.
- z No vertical separation needed or cradle connections to your phone
- z Works with all phones and wireless data cards on 800 and 1900MHz frequencies



YX540 Metro Setup

- ④ Place Signal Antenna on the interior of a window where you get the best signal
- ④ Place the Base Unit where you want to create a Cell Zone™
- ④ Run the supplied coax between the Signal Antenna and Base Unit
- ④ Plug it in and you are ready to enjoy improved cellular coverage



zBoost Product Family- zBoost ONE

The FIRST One Piece Signal Booster

- Boost coverage for Sprint and Metro PCS customers
- Plug and Play Technology
- Up to 1200 sq. ft. of coverage
- Supports 1 – 4 users on the same carrier network (Sprint or Metro PCS)



zBoost ONE Setup

- ② Place the zBoost One on the window sill or location of strongest signal
- ② Plug in, make a call and press the button to sync your phone and you're finished!



zBoost Product Family- zBoost CI

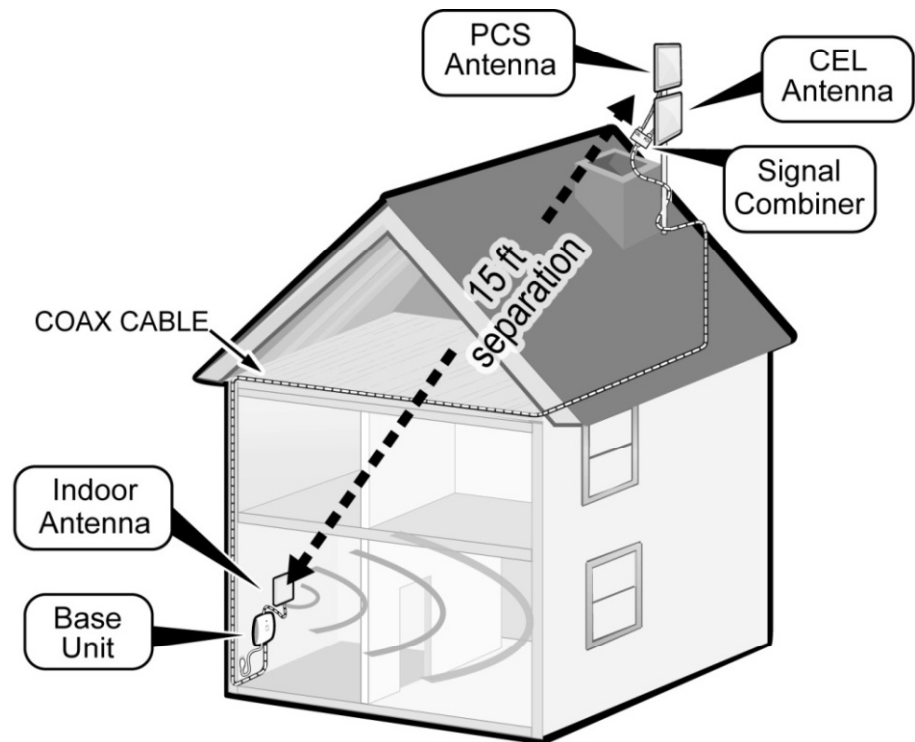
- ② YX645 for residential and commercial applications
- ② Up to 10,000 sq. ft. of coverage
 - z Implements high-gain, directional antennas for increased cellular coverage inside larger environments
 - z Used for weak outdoor signal areas as well
 - z RG-6 or RG-11 coax cable should be used
 - z Works with all phones and wireless data cards on 800 and 1900MHz frequencies



YX645

YX645 Setup

- ② Mount the Signal Antennas outdoors where you get the best signal
- ② Place the Base Unit where you want to create a Cell Zone™
- ② Run the coax (not included) between the Signal Antennas and Base Unit
- ② Mount Indoor Antenna on wall
- ② Position Indoor Antenna on wall with the least obstructed view to where coverage is needed. (70° horizontal beam width, 60° vertical)
- ② Plug the Base Unit in and you are ready to enjoy improved cellular coverage.



zBoost Product Family – RF Signal Meter

YX699

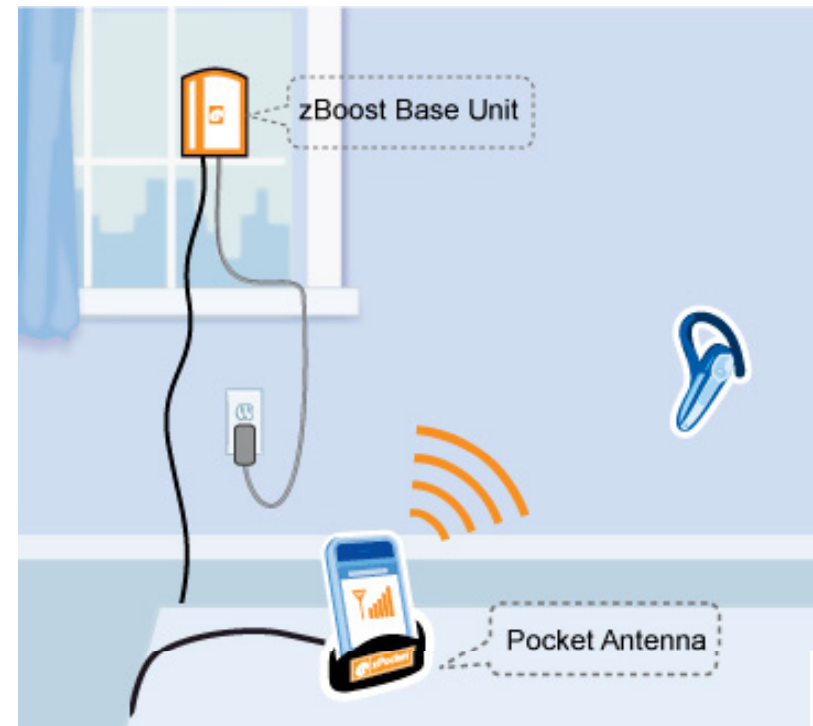
- z** Detects best location for antenna placement – reads RF signal strength
 - Toggles between CEL 800 and PCS1900 MHz frequencies
 - dBm or 1-100 scale
- z** Identifies peak antenna alignment - attach to outdoor panel antenna. Rotate and measure the 4 directions of the strongest RF signal strength
- z** Not intended for resale, designed for professional installers



zBoost Product Family- zPocket

 **YX110** for travel and single users

- z** Creates cell zone for single cell phone placed inside pocket
- z** Great for using speakerphone, headsets, or Bluetooth devices
- z** Easy to use – attaches to window in seconds
- z** Great for hotel rooms and dorms.



Application Specific Questions

- ② How do you know if zBoost will work in a given location?
 - Cellular signal strength at the location where the Signal Antenna(s) is placed is the most important factor that effects the zBoosts' performance.
 - Being able to consistently make cell phone calls at the Signal Antenna(s) location is the best indicator that there is enough signal present for the zBoost to capture and extend inside.
 - The stronger the signal coming into the zBoost unit, the better the performance will be inside.

- ② For which cellular providers do you need improved coverage?
 - Compatible with all US and Canadian carriers, except Nextel

Application Specific Questions

- ② How many floor levels or size of area needs improved coverage?
 - The zBoost have the ability to penetrate floors/ceilings, but works best on the same floor level that the base unit is located.

- ② What is the interior construction of the building?
 - Steel and concrete are the most difficult for signals to penetrate
 - Normal wood and drywall construction are easier to penetrate

Freq Asked Questions

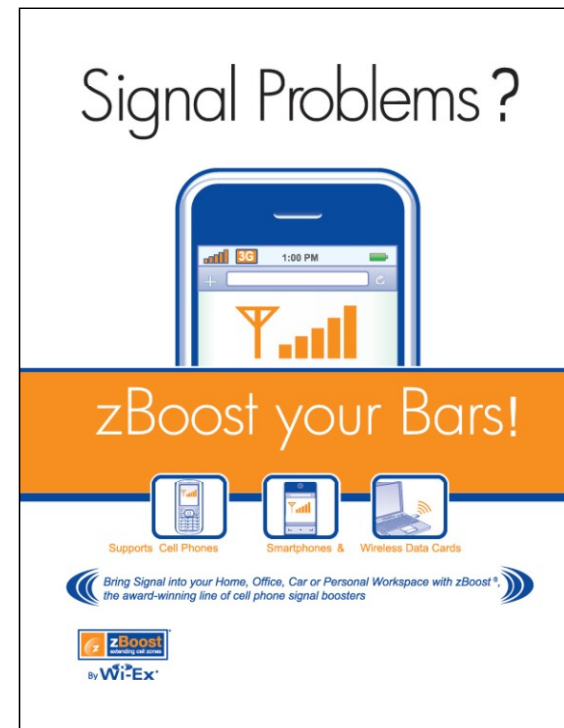
- ④ Is it acceptable to setup multiple zBoost units at one location?
YES – in large or densely constructed buildings multiple complete zBoosts units can be used.
- ④ Is it acceptable to split multiple Base Units off of one external Signal Antenna?
NO – This weakens the performance of the zBoost.
- ④ Will zBoost improve Wi-Fi router coverage?
NO- The zBoost enhance cellular signals only.

Wi-Ex Commercial Solutions Division

- ② Custom engineered solution to enhance indoor cellular signal coverage in large buildings (25,000 to 400,000 sq. ft.)
 - z Ability to install multiple amplifiers with a limited number of outside antennas
- ② Examples include:
 - z multi-family housing
 - z corporate offices
 - z Industrial buildings
 - z healthcare facilities

Wi-Ex Dealer Network

- 🌀 Marketing support
- 🌀 Ongoing sales and technical support
- 🌀 Provides up-to-date info on Wi-Ex products
- 🌀 Product collateral available for all products and accessories – logos, hi-resolution photos
- 🌀 Competitive info
- 🌀 Setup info / FAQs



www.wi-ex.com/market-access

User Name : market

Password: 4cellzones

Why Wi-Ex

Market Leaders

z 250,000+ products shipped

z Continued innovation

- “Industry-recognized” technology and innovation

z Customers and experts give high marks to products – “excellent”

z World Class Support

- “Real people answer the phone”

z Thriving in today’s economy

z Product creates new revenue stream

z Retrofit Opportunities – sell to previous customers



Thank you for your time!

Any questions?

Please call or email us!

Technical support: 1-800-871-1612 support@wi-ex.com

Sales support: 1-800-871-1612 x6404 sales@wi-ex.com

