

# HOLIDAY GIFT IDEAS

## A Unique Gift To Loved Ones Far Away: Better Cell Reception

(NAPSA)—Looking for a unique gift for a loved one who travels or is away at college? The gift of a better cell signal in places like hotels and dorm rooms will not only be welcome, but appreciated.

In a recent survey, it was found that more than nine in 10 college-aged adults own a cell phone and, of those, a majority (87 percent) report that their cell phone is their primary phone.

As revealed in the zBoost Back To School Cell Phone Signal Survey conducted by Harris Interactive, 58 percent of college-aged adult cell phone owners have made an effort to improve their signal reception when making or receiving cell phone calls in their home. In addition, of those adults who have done something to improve their cell phone signal reception, 72 percent headed outside, 59 percent stood by their window, 58 percent used their home phone instead and 55 percent remained in one room.

All of which shows why a reasonably priced amplifier, such as the zBoost zP, has become such a popular holiday gift for students—and travelers. The popular wireless unit sits in the window to collect the signal and then a small antenna, smaller than a dollar bill, sits on your desk and transmits a stronger signal. It's also quite portable, so it won't take up much room in a suitcase.



**A gift that keeps giving—a wireless extender increases cell reception throughout the year.**

The survey, commissioned by Wi-Ex, captured exact responses regarding what college-aged adult cell phone owners who make cell phone calls at home have done to improve signal reception when attempting to make or receive a cell phone call, including:

- Turned on speakerphone and held the cell above their head;
- Stood on furniture to get higher in their house in hopes of retaining a signal;
- Held on to a big piece of metal in order to get more signal;
- Walked around the house trying to find the best spot;
- Turned the phone off and back on.

To learn more about the survey and ways to improve cell phone reception, visit [www.wi-ex.com](http://www.wi-ex.com).