

newsworthy trends

Cell Phones In The Car: Getting More Miles Of Signal

(NAPSA)—Today's consumers expect a strong cell phone signal at home and on the go. According to the zBoost Car Survey commissioned by Wi-Ex (www.wi-ex.com), the leading provider of consumer cell phone signal boosters, and conducted by Harris Interactive, the vast majority of consumers (90 percent) use their cell phone in their car, most of whom have experienced missed and/or dropped calls due to a poor signal on the road.

And while most use their cell phone for personal calls (89 percent), the survey found that consumers also rely on their cell phones in their cars for emergency situations. Other key survey findings include:

- 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 who use their cell phone in their car in emergency situations have called for help when they experienced car trouble; and
- 48 percent of consumers who use their cell phones in their cars in emergency situations have called to report an accident.

Give It A Boost

One potential solution to the problem of cell phone "dead zones" is a device that captures the signal outside your car and amplifies it on the inside to create a better signal. It supports voice calls or



With zBoost in the car, you can get increased signal strength for both cell phones and data cards.

data services and works with most phones and carriers. The unit extends the cell phone range up to 10 times the signal strength with no wires connected to the cell phone. This allows miles and miles of uninterrupted voice and data transmission.

Other benefits of the zBoost Car Unit include extending the battery life, reducing or eliminating dropped calls and increasing wireless applications such as instant messaging, 3G high-speed data, picture mail and more. The unit is easy to install and the package includes everything a consumer needs to improve his or her cell phone signal on the go.

Like all Wi-Ex products, the zBoost Car Unit uses patent-pending technology to protect the carrier network. To learn more, visit www.wi-ex.com.