

Small Business/Home Office News And Notes

Quality Cell Phone Reception Is Good For Business

(NAPSA)—Thanks to highly competitive pricing and a vast array of desirable features, cellular phones are quickly becoming the primary choice for many small businesses and for those who work at home. Instead of traditional landlines, small office/home office (SOHO) companies and people are opting to go wireless, enabling the boss (and most employees) to stay connected while taking his or her work on the road.

The downside of this technology shift is that cell phones have yet to reach the level of reliability of their “wired” cousins. According to the zBoost Cell Phone Signal Survey commissioned by Wi-Ex (www.wi-ex.com), the leading provider of consumer cell phone signal boosters, and conducted by Harris Interactive, 74 percent of adults use their cell phone for work purposes, and of these, 62 percent miss or drop at least some of the phone call they make or receive when working from home. And none of these occurrences is good for business—especially for a SOHO business or people who want to appear as if they were a big-league player instead of a small-time operation.

By and large, these problems tend to occur indoors, where a building’s structure—metal, brick, glass, etc.—can block a cellular signal.

Extreme Measures

The survey further found that 62 percent of cell phone owners who make cell phone calls at home have done something special to improve signal reception in an attempt to make or receive a cell phone call indoors, including going outside (46 percent), standing by a window (42 percent) or



Small-business owners now have the means to improve their cell phone reception and signal.

using their landline instead (30 percent). But that generally defeats the purpose of having a cell phone in the first place.

One solution is a signal booster, which helps amplify the wireless signal, providing an indoor user with the clarity usually reserved for outdoor calls. For example, zBoost offers a suite of products that improves indoor cell phone signals through the creation of cell zones while maintaining the integrity of the carrier’s network. They are easy to install, affordable and increase in-building coverage by up to 2,500 square feet.

“The zBoost suite of products was designed with the SOHO market in mind. Our recent survey reiterates the challenges faced when using cell phones indoors,” said Lloyd R. Meese, president and CEO of Wi-Ex. “SOHO businesses rely heavily on technology solutions to help them do their jobs more efficiently, and cell phones are at the core of those technology solutions. Our products provide consumers with the first affordably priced signal booster so they can enjoy improved indoor cell phone service.”

To learn more about zBoost products, visit www.wi-ex.com.