

## **New White Paper Says Cellular Signal Boosters Improve Customer Satisfaction for Phone Users in Vehicles**

*Devices reduce the number and frequency of dropped calls and no-service areas, while increasing data transfer rates*

**St. George, Utah – August 9, 2010** – Mobile [cell phone signal boosters](#) can improve satisfaction of cellular network customers who use their phones in vehicles by cutting dropped calls and no-service “dead zones,” according to a new white paper written by Andrew Seybold Inc.

The 15-page report “[In-Car Cellular Signal Boosters](#),” prepared for Wilson Electronics, takes a detailed look at how the devices operate. It also identifies technical hurdles that Wilson has overcome to protect cellular network infrastructure and cellular traffic from potential interference that can be caused by poorly designed boosters.

“There is no such thing as a perfect network and there never will be,” Seybold concluded in the report. “Radio waves bounce around and are absorbed by vegetation and buildings, and cell sites are shadowed by new buildings or terrain. Unfortunately, it takes a number of years to locate, design, and build new cell sites that will solve known coverage issues.

“Until such time as the networks are bulletproof (never) another tool to enhance customer satisfaction makes sense, as long as network operators are able to pre-determine which boosters have been designed to maximize their customers’ experience while not creating any problems with any of the networks.”

Among the white paper’s other findings, signal boosters:

- Can be designed and engineered so that they do not interfere with cellular networks, such as those engineered and designed by [Wilson Electronics](#).
- Are important products that can improve the satisfaction of cellular phone customers using phones in their vehicle by virtually eliminating dropped calls and boosting data download speed.
- The Federal Communications Commission (FCC) should raise the standards by which signal boosters are tested and certified, ensuring the devices amplify signals transmitted to and received from a signal tower without causing interference.

“We have known for several years that a well-engineered signal booster installed in a vehicle can significantly enhance cellular service for the vehicle’s occupants without causing interference on service provider networks,” said Joe Banos, Wilson COO. “The end result is a happier cellular customer, and lower customer churn rate for the cellular carrier companies. We’re very pleased with the findings and recommendations made by Andy and his team.”

“In-Car Cellular Signal Boosters” is available for free download at <http://www.wilsonelectronics.com/Files/Media/WilsonElectronicsWP-7-9-10.pdf>.

**About Wilson Electronics, Inc.**

Wilson Electronics, Inc., a leader in the wireless communications industry for more than 40 years, designs and manufactures a [wide variety of cell phone signal boosters, antennas and related components](#) that significantly improve cellular communications for both mobile and in-building situations. All Wilson products are engineered, assembled and tested in the company's U.S.-based headquarters. Wilson amplifiers fully comply with FCC regulations for cellular devices and are FCC and Industry Canada type accepted. Wilson Electronics has developed and patented microprocessor-controlled amplifier technology, which protects cell sites by preventing network interference from oscillation and/or cell site overload. For more information, visit [www.wilselectronics.com](http://www.wilselectronics.com).

**About Andrew Seybold, Inc.**

Andrew Seybold, Inc. is dedicated to solving client challenges through strategic consulting, client-specific research and analysis, publications, speaking engagements and educational programs. Company founder Andrew M. Seybold and his partners provide deep technology and business expertise, proven best practices and long-established relationships with industry leaders. Mr. Seybold is highly regarded for his COMMENTARY e-newsletter and the Andrew Seybold Wireless University. For more information, visit [www.andrewseybold.com](http://www.andrewseybold.com).

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