

SureCall Unveils Newest Booster to Solve Household Cell Signal Issues as More Americans Eliminate Landlines

SureCall's Flare also named CES Innovation Award Honoree

SPECIAL TO CES – LAS VEGAS – January 4, 2017 – [SureCall](#), the premium cellular signal booster manufacturer, announced the Flare today at the 2017 Consumer Electronics Show, their latest cell phone signal booster. A CES Innovation Award Honoree, the [Flare](#) is the industry's first booster to integrate the indoor antenna with the signal booster, which simplifies set up and maximizes the ability to strengthen cell signals.

Designed for use in a home or small office, the Flare combines the internal antenna with the booster, making installation easy. The unique, patent-pending internal structure design allows for an omni-directional antenna that enables the best emission, enhancing cellular signal for voice, text and 4G LTE data for all North American cell carriers.

The booster kit includes an outdoor antenna that captures signal from the cell tower, amplifies it and re-broadcasts the signal indoors to an area of weak or non-existent cellular coverage. The Flare supports multiple users simultaneously and covers one to two rooms of a home or small office, with up to 2,500 square feet of total coverage.

“We’re seeing more and more households getting rid of landlines. At the same time, new energy efficient construction materials being used in homes and buildings are inhibiting cell phone signals from penetrating inside,” said Hongtao Zhan, CEO of SureCall. “As we move towards a cord-free lifestyle, we’re excited to offer a reliable, aesthetically pleasing solution to help people stay connected, and are honored to be recognized at this year’s Consumer Electronics Show.”

A recent [study](#) by the Center for Disease Control and Prevention (CDC) cited that nearly half of American homes no longer have landlines. Of the 21,000 households that participated in the study, 47 percent cited they were a cell-only home and 41 percent noted they used both cell and landline. Additionally, [DeadCellZones.com](#) has reported that an estimated half of homes in America lack seamless coverage throughout the house, and may require additional solutions to remedy the issue.

SureCall’s Flare will be available Q1 2017 for \$399 MSRP. For more information about SureCall and the Flare, visit www.surecall.com.

About SureCall

Founded in 2001, [SureCall](#) is the multi-patented industry leader in cell phone signal boosters, combining high quality technology with innovative designs to create award-winning boosters that dramatically improve cell phone reception for homes, cars and businesses. SureCall’s signal boosters are trusted in a variety of industries, both commercial and institutional. Major players in the hospitality, automotive, technology and industrial fields, along with institutions like NASA and academic institutions such as

Stanford and Duke, trust SureCall to make their signals go the distance. SureCall's line of FCC-approved boosters for personal, commercial and industrial use, have received multiple awards, including most recently the 2016 CE Pro BEST Award, the 2016 CEDIA Best of Show from Residential Systems, and was included in the 2016 list of the Inc. 5000 list of America's Fastest Growing Private Companies.

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