

# Wilson Electronics DataPro™

Direct Connect 811225

## Product Name

DataPro Direct Connect - Cellular Signal Booster for M2M Installations

## Anticipated Pricing

Suggested Retail Price US\$139.00. Call for price quote 800-204-4104. INDICATED PRICE SUBJECT TO CHANGE. Call for price quote 800-204-4104. Integrator calls are welcome.

## Anticipated Availability

January 2011

## Product Category

Wireless communications

## Product Overview

The DataPro Direct Connect is Wilson Electronics' first cellular signal booster developed specifically for M2M applications. Based on the same field-tested, market-proven technology that powers Wilson's Sleek in-vehicle booster for the consumer market, except in a direct connect configuration. The dual-band DataPro Direct Connect is ready to integrate with nearly any GSM or CDMA modem installation to provide strong, reliable signal that ensures successful data transfer. This product works on all North American service provider networks (except Nextel/iDEN).

The unit's compact form factor and low price make it an ideal component for M2M installations in weak signal environments. Integrators and OEMs can pair the DataPro Direct Connect with a variety of ultra-sensitive Wilson Electronics cellular antennas for maximum system gain that may be required to overcome signal attenuation caused by distance from the cell site, terrain features or building materials like concrete and steel. The DataPro Direct Connect incorporates Wilson's SMART™ technology, including cell site overload protection, and proximity detection technologies to prevent interference on the cellular network.

## Features

- Bidirectional amplifier boosts signal to and from cell site
- Works on both GSM and CDMA networks
- FCC type accepted, Industry Canada certificated
- Configurable to fit virtually any M2M situation

## User Benefits

- Boosts both incoming and outgoing signals
- Significantly extends connection range
- Strong, reliable signal even in weak signal areas
- Less resending of data due to poor connection means faster transfers
- Compatible with all North American cellular networks (except Nextel iDEN)

## M2M Market

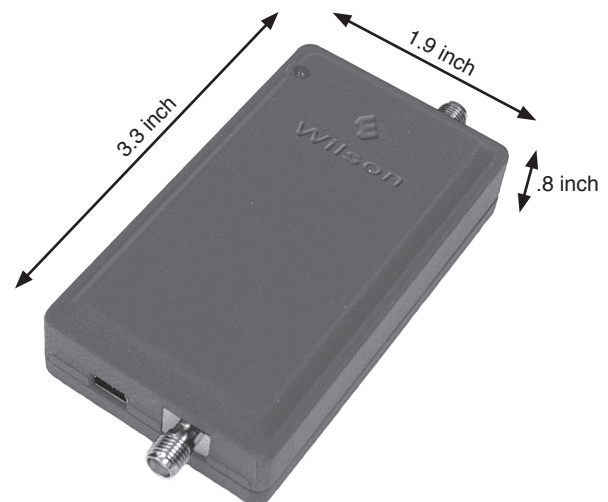
The machine-to-machine or M2M universe is sometimes called the Internet of Things because devices communicate with each other over wired or wireless connections and share data without direct human intervention. Juniper Research has forecast the number of wireless M2M devices will grow to 412 million by 2014. Growth will be led by utility metering, mobile connected buildings, telematics, and automated retail and banking connections, according to Juniper.

A significant percentage of M2M devices will continue for the foreseeable future to rely on wireless networks that now exist. In locations where cellular signals are weak due to distance from the cell site, terrain features, or building materials like concrete and steel, DataPro Direct Connect provides a strong reliable signal, ensuring successful data transfer.

## Competitive position

Wilson is the only manufacturer specifically designing cellular signal boosters in the M2M space. Previously M2M system integrators and OEMs adapted off-the-shelf Wilson stand-alone signal boosters to meet M2M installation requirements.

With availability of the DataPro Direct Connect, OEMs can source a compact, powerful and highly compatible signal booster ready to deploy with their products. Integrators can more easily custom design M2M communication systems that fit tightly constrained spaces while providing the signal boosting performance needed to ensure data transfer to and from weak signal areas.



\*ALL INFORMATION AND SPECIFICATIONS SUBJECT TO CHANGE

### Press Quotes for Wilson Electronics

"No matter what carrier you're on, you've likely encountered a cell phone dead zone. This is especially a burden while on the road if you're lost in a rural area and have no way of calling for directions or accessing your GPS. Luckily, there's a solution: The Wilson Sleek all-in-one cell phone signal booster. This handy gadget resembles a hands-free car cradle, but offers extended calling range and signal strength for your phone."

- Ginny Mies, **PC World**

"Every now and then you come across a product that promises to do things exceptionally well for a lower price than you would otherwise expect and... it actually exceeds your expectations. That's the case with the Sleek cell phone booster for Wilson Electronics."

- Dan Cohen, **Gear Diary**

"Simply put, the Sleek works. And it works well. It can (and did) increase a cell phone's received and transmitted signals by 10 to 20 times. That can mean the difference between a mediocre signal and a very strong signal, which means fewer dropped calls."

- John Gordon, **Practical Travel Gear**

### Wilson Awards

2010 - New Product Innovation of the Year Award - Frost & Sullivan

2010 - Andrew Seybold Choice Award - Andrew Seybold Inc

2010 - Mark of Excellence Award - Consumer Electronics Association

2009 - Best Home Networking Device - CE Pro BEST Awards

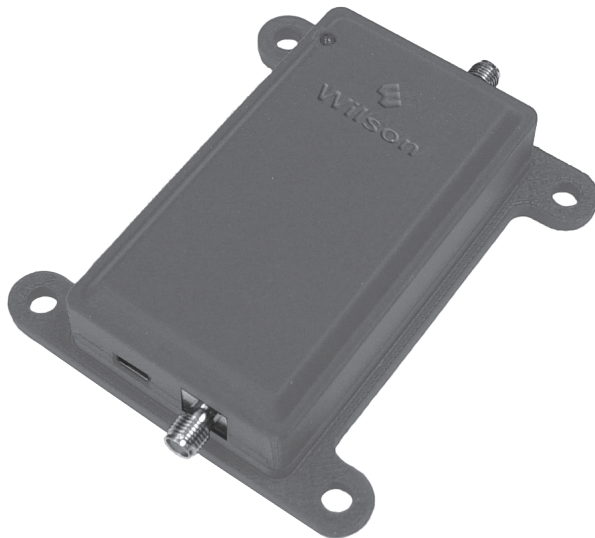
2008 - Emerging Technology Award - Cellular Telephone Industry Association (CTIA)

### About Wilson Electronics

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 communication in mobile, indoor, and machine-to-machine (M2M) applications. All Wilson products are engineered, assembled and tested in the company's U.S.-based headquarters. Wilson boosters fully comply with FCC regulations for cellular devices and are FCC type accepted and Industry Canada certificated. Wilson Electronics has developed and patented microprocessor-controlled signal booster technology, which protects cell sites by preventing network interference due to oscillation or site overload. For more information, visit [www.wilsonelectronics.com](http://www.wilsonelectronics.com).

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### Product Specifications

<b>Model / Part Number</b>	2B5225 / 811225	
Connectors	SMA Female	
Impedance (input/output)	50 ohms	
Dimensions	3.3 x 1.9 x .8 inch (8.4 x 4.8 x 2.0 cm)	
Frequency	824-894 MHz / 1850-1990 MHz	
Gain	12dB Nominal	
<b>Power output (uplink)</b>	<b>800 MHz</b>	<b>1900 MHz</b>
CDMA	28.9 dBm	31.8 dBm
GSM	30.9 dBm	32.6 dBm
EDGE	30.9 dBm	31.9 dBm
WCDMA	30.13 dBm	31.4 dBm
Noise Figure (typical)	3 dB nominal	
Isolation	>40 dB	
<b>Power Requirements</b>	<b>5V DC, 1A</b>	

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