

# New protection plan for wireless devices

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A comprehensive protection plan for wireless devices was debuted Wednesday at the CTIA show in Las Vegas.

Wireless Works said its Handset Protection Program covers high-end devices and acts as both insurance against loss of the device and a warranty in the event of a malfunction.

"The Wireless Works Handset Protection Program is designed to meet the needs of both the wireless user and the retail sales channel," said Sudz Khawaja, Wireless Works chief executive officer. "With this new program, wireless customers will be protected from the high cost of replacing their phones when unforeseen events require it, and retailers can offer a valuable product that creates an additional revenue stream for their businesses."

Wireless Works said the product should be particularly attractive to retailers because they earn an up-front commission on each plan they sell and will have no on-going investment requirements.

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