



Synchronoss Wins 2019 Leading Lights Award for Most Innovative Blockchain for Telecoms Strategy

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Bridgewater, NJ- May 15, 2019 – [Synchronoss Technologies Inc.](#) (NASDAQ: SNCR), a global leader and innovator in cloud, messaging, digital and IoT platforms and products, today announced that it has been named a winner for the Light Reading's [Leading Lights 2019 Awards](#) in the "Most Innovative Blockchain for Telecoms Strategy" category. The annual awards program recognizes top companies and executives for their outstanding achievements in next-generation communications technology, applications, services, strategies and innovations.

The Synchronoss win was for its collaboration with SoftBank and TBCASoft on the development of a blockchain-enabled, secure cross-carrier payments service. The Proof of Concept (PoC), which was launched in September, allows users to make in-store, mobile and digital purchases from third-party businesses directly from their RCS-enabled devices, facilitating global mobile payment services among global operators via and RCS channel. The partnership uses the Synchronoss Advanced Messaging Platform to leverages SMS, email and RCS capabilities, giving users the ability to receive Person-2-Personal money transfers via a mobile wallet through their operators within the Carrier Blockchain Study Group, which is led by TBCASoft.

Mary Clark, Chief Product Officer and Chief Marketing Officer for Synchronoss, said she was thrilled to accept the award on behalf of everyone at Synchronoss, SoftBank and TBCASoft who worked so hard over the last year to demonstrate how RCS messaging is poised to disrupt the current messaging market. "This PoC has shown how feature-rich RCS-based messaging working with blockchain will serve as the foundation for so many new revenue and consumer engagement opportunities for brands, businesses and operators. I'm proud of the work the teams have done and am honored that the Leading Light judges agree that the Synchronoss vision for blockchain and RCS messaging is innovative and the way of the future for messaging."

Judging for the awards was conducted by Light Reading's editors and the analyst team from [Heavy Reading](#). Light Reading's Editor-in-Chief Ray Le Maistre said, "With so much focus on technology innovation ahead of mass 5G deployments, the number and quality of entries across this year's 22 Leading Lights categories surpassed anything we have seen since we launched the awards, which are now in their 15th year," he said. "Synchronoss can be very proud of its achievements. It is pushing the boundaries of the industry and setting a great example for what is possible in an unprecedented era of communications technology evolution."

Learn more about the [Synchronoss Advanced Messaging Platform](#) on the company's website.

About Synchronoss Technologies, Inc.

Synchronoss transforms the way companies create new revenue, reduce costs and delight their subscribers with cloud, messaging, digital and IoT products and platforms supporting hundreds of millions of subscribers across the globe. Synchronoss' secure, scalable and groundbreaking new technologies, trusted partnerships and talented people change the way TMT customers grow their businesses. For more information, visit us at www.synchronoss.com.