



## **Synchronoss Technologies, Inc. Moves up the Stack, Adding Video Activation Transactions to the ActivationNow Platform; Enhanced ActivationNow Platform will be deployed in Q4 and available for Cingular and Cable MSO customers**

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BRIDGEWATER, N.J.--(BUSINESS WIRE)--July 31, 2006--Synchronoss Technologies, Inc. (Nasdaq: SNCR), the leading software provider of order management solutions to the communications services marketplace, today announced that they are extending the capabilities of the ActivationNow(R) platform to include the activation and delivery of video services.

The ActivationNow platform automates, synchronizes and simplifies electronic service creation and management of advanced wireline, wireless and IP services across existing networks. It is currently being used by market leaders such as AT&T, Cablevision, Cingular, Clearwire, Level 3 Communications, SunRocket, Time Warner Cable, and Vonage for automation of e-commerce transactions and business processes such as new and upgraded service activation, number porting, and feature requests.

With the continued rollout of wireless and wireline broadband networks, Tier One communications service providers are moving towards offering converged voice, video and data services to both consumer and enterprise customers. Today's announcement signals a move by Synchronoss to "move up the stack" from providing electronic transactions automation for increased operational efficiency to enabling the delivery of new, high-value content and applications. The ActivationNow platform is network agnostic and can integrate with service providers and content partners.

"For the end-user, we want to make ordering video to your wireless device as easy as turning on a television," said Stephen G. Waldis, president and CEO of Synchronoss Technologies. "For our service provider customers, we want to provide them a seamless, automated pathway to the revenue-driving converged services market."

Synchronoss wireless and cable MSO customers can leverage the video activation enhancements to the ActivationNow platform starting in Q4 of this year.

About Synchronoss Technologies, Inc.

Synchronoss Technologies, Inc. (Nasdaq: SNCR), is a leading software provider of order management solutions to the communications services marketplace. Synchronoss enables service providers to drive growth in new and existing markets while delivering an improved customer experience at lower costs. The company's flagship

ActivationNow(R) software platform automates, synchronizes and simplifies electronic service creation and management of advanced wireline, wireless and IP services across existing networks. Tier One Synchronoss clients include AT&T, Cablevision Systems Corporation, Cingular Wireless, Level 3 Communications, Time Warner Cable, Verizon Business Solutions, and Vonage. For more information please visit [www.synchronoss.com](http://www.synchronoss.com).

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