



Synchronoss Partners with Xandros to Deliver First Grab-and-Go 3G/4G Wireless Activation for Netbooks

May 20, 2009

ConvergenceNow(R) Plus+ Platform Enhances Emerging Device Customer Experience Joint Solution to be Showcased on Asus & Acer Netbooks at Computex Taipei

BRIDGEWATER, N.J. & NEW YORK, May 20, 2009 (BUSINESS WIRE) -- Synchronoss Technologies, Inc. (NASDAQ: SNCR), the leading global provider of on-demand transaction management software platforms, today announced it has partnered with Xandros, the leader in providing seamless Windows-Linux interoperability and open source netbook software solutions. Together the companies offer the first single-source solution to automate the activation and provisioning of netbook devices on 3G and 4G wireless networks.

The [ConvergenceNow\(R\) Plus+](#) platform's On-Device Activation Wizard(TM) integrates its embedded activation functionality directly within Xandros' netbook software solutions, enabling a wizard-driven 'grab-and-go' network activation experience. By including the embedded activation wizard as a component of netbooks that use the Xandros operating system and application stack, original equipment manufacturers (OEMs) and original device manufacturers (ODMs) can provide the capability to instantly create and access new 3G and 4G wireless accounts with any available carrier. The combined solution provides a convenient and consistent way for any netbook OEM/ODM to automate wireless order and fulfillment processes, which typically are manual and complex.

"The industry is rapidly moving towards a next generation mobility marketplace," said [Daniel Rizer](#), Executive Vice President of Business Development, Synchronoss Technologies. "Emerging devices such as netbooks are gaining adoption by consumers for a variety of reasons--low costs, size, portability--but more importantly due to the demand for simplified access to their broadband-enabled resources. Together with Xandros, we are simplifying and accelerating the activation process for the customer while reducing the subscriber management complexities for the CSPs and OEMs."

The joint solution removes the need for retailers to handle the netbook wireless activation process, creating an enhanced user-driven customer experience. A single source for complete subscriber account management, the Synchronoss and Xandros solution allows customers to activate 3G and 4G wireless services and devices instantly, while providing the service providers and OEMs with end-to-end real time visibility into the process.

"We are delighted to partner with Synchronoss to deliver grab-and-go wireless carrier activation for netbooks. Our joint solution opens exciting new marketing opportunities for carriers, OEMs, and retailers who want to offer custom branded netbooks with online products and services, while making it easy for end users to get online anytime, anywhere," said Andreas Typaldos, Xandros CEO.

Showcased at Computex, June 2-6

Synchronoss and Xandros will be demonstrating the netbook activation experience on Asus and Acer netbooks to be showcased at [COMPUTEX TAIPEI 2009](#), June 2 - 6, 2009 at their hospitality suite in the Grand Hyatt Taipei hotel. For more information on demonstrations and appointments with Synchronoss, please email rsvp@synchronoss.com or visit: www.synchronoss.com/events. For demonstrations and appointments with Xandros executives at Computex, please email computex09@xandros.com.

About Synchronoss Technologies, Inc.

Synchronoss Technologies (NASDAQ: SNCR) is the leading global provider of on-demand transaction management software platforms. Synchronoss automates subscriber activation, order management and service provisioning for any device type, across any communication service, from any channel. The company's ConvergenceNow(R) and ConvergenceNow(R) Plus+ technology platforms automate a wide variety of transactions across multiple delivery channels and networks, enabling service providers, cable operators and device manufacturers to address back-office fragmentation, growth, and changing technologies while delivering an improved customer experience at lower costs. For more information, please visit www.synchronoss.com.

About Xandros

Xandros is the leader in providing seamless Windows-Linux interoperability on a variety of platforms. Xandros' custom user experiences helped launch the netbook revolution with the award-winning Eee PC. The Xandros suite for mobile devices and netbooks includes integrated and customizable applications, an online Application Store and cloud-based services, giving access to eco-system partner products such as the [Viyva Technologies](#) information store for content publishers. Scalix delivers award-winning email, calendaring and messaging. BridgeWays management packs provide seamless end-to-end management of business critical applications on Windows, Linux and UNIX environments from one console. The company is headquartered in New York, with R&D offices in Ottawa, San Diego, Bracknell, Frankfurt, Mumbai, and Taipei and sales and support offices worldwide. For more information, please visit www.xandros.com.

The Synchronoss logo, Synchronoss, ActivationNow, ConvergenceNow and ConvergenceNow Plus+ are trademarks of Synchronoss Technologies, Inc. All other trademarks are property of their respective owners.

SOURCE: Synchronoss Technologies, Inc.

Synchronoss Technologies, Inc.
Media:

Stacie Hiras, 908-547-1260
stacie.hiras@synchronoss.com

OR

Investor:
Tim Dolan, 617-956-6727
investor@synchronoss.com