Synchronoss Technologies to Host Connected Devices Summit

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Device-Centric Forum Bringing Together Leading OEMs, Retailers/e-Tailers, Cable Operators and Communication Service Providers to Discuss Best Practices
All Things Digital's Kara Swisher and Accel Partners' Rich Wong to Keynote

BRIDGEWATER, N.J., Apr 05, 2010 (BUSINESS WIRE) --Synchronoss Technologies, Inc. (NASDAQ: SNCR), the leading global provider of on-demand transaction management software platforms, todayannounced that it will host the Connected Devices Summit - "The Connected User Experience" in May at the Calistoga Ranch in Napa Valley, California. This three-day event is a device-centric forum, bringing together a diverse group of companies that are part of a unique ecosystem, such as OEMs, retailers/e-tailers, cable operators and communication service providers (CSP).

Invited executive-level participants - all whom represent a unique cross-section of the connected devices market as well as some very interesting business models and go-to-market strategies - include Acer, Amazon, Apple, AT&T, Best Buy, Cablevision, Dell, Google, HP, Intel, Nokia, Panasonic, Qualcomm, Sony, Sprint, Time Warner Cable, and Yahoo.

Kara Swisher, Co-Executive Editor and Producer of The Wall Street Journal's All Things Digital and Columnist, and Rich Wong, partner at Accel Partners (one of the leading venture capital and growth equity firms in the Silicon Valley), will provide keynote presentations at the event.

The market for connected devices is experiencing considerable growth, with industry forecasts ranging from 10 billion units (Morgan Stanley Report) to 15 billion connected devices by 2015 powered by the embedded Internet according to Intel.

"The plethora of connected smartphones, netbooks, eReaders, navigation systems, gaming consoles and other Internet-enabled devices presents a broad array of new market opportunities and challenges for the ecosystem," said Omar H. Téllez, EVP and Chief Marketing Officer of Synchronoss Technologies, Inc. "Similar to other events we have hosted, the Connected User Experience Summit will offer a unique, executive-level forum to explore different go-to-market strategies and approaches to deliver the best connected customer experience."

The Connected User Experience Summit will be held on May 16-18, 2010 at the Calistoga Ranch. For more information, visit www.synchronoss.com.

About Synchronoss Technologies, Inc.

Synchronoss Technologies (NASDAQ: SNCR) is the leading global provider of on-demand transaction management technology. Synchronoss' software platforms automate subscriber activation, order management and service provisioning for all connected-devices, across any communication service, from any channel. The company's ConvergenceNow(R), ConvergenceNow(R) Plus+(TM) and InterconnectNow(TM) technology platforms automate a wide variety of transactions across multiple delivery channels and networks, enabling telecommunication service providers, cable operators, retailers/e-tailers and OEMs to accelerate and monetize their go-to-market with connected-devices while addressing back-office fragmentation, and delivering an improved customer experience at lower costs. For the latest insight and perspective on connected devices, visit our blog at blog.synchronoss.com and Web site at www.synchronoss.com.

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