



## **Synchronoss to Discuss Mobile Connectivity and Cloud Computing At CTIA Wireless 2011**

March 14, 2011

BRIDGEWATER, N.J., Mar 14, 2011 (BUSINESS WIRE) -- Synchronoss Technologies, Inc. (NASDAQ: SNCR), the leading provider of activation and enablement of cloud services today announced that it has been selected by the CTIA Wireless Association to share its views on mobile connectivity and cloud computing at the CTIA Wireless 2011 tradeshow to be held in Orlando, Florida, March 22-24, 2011.

The panel titled, "Cloud Computing - Is There Rain in the Forecast?" will include Synchronoss' [Mike Mulica](#), and senior executives from T-Mobile and Huawei. It will explore the trends in cloud computing and how the cloud could revolutionize mobile enterprise solutions and impact personal computing. The panel will take place on Wednesday, March 23<sup>rd</sup> at 3:30 PM at the Orange County Convention Center.

"With more consumers relying on smartphones and connected devices, there is a huge opportunity for cloud computing to further drive mobile proliferation," said Mike Mulica, President and Head of Strategy & Corporate Development, Synchronoss Technologies. "As more devices are utilized or when it is time to upgrade, there are tremendous opportunities for carriers, retailer/e-tailers and OEMs to deliver a unique and effortless content transfer and synchronization experience over the cloud."

Company activities during the conference include:

### **Synchronoss ConvergenceNow(R) Plus+ Demo**

WHEN: Tuesday March 22<sup>nd</sup> -Thursday, March 24<sup>th</sup>, 2011

WHERE: Synchronoss Hospitality Suite, Peabody Hotel (adjacent to Convention Center)

WHAT: Schedule a meeting/demo with Synchronoss executives

### **CTIA Conference Panel: Cloud Computing - Is There Rain in the Forecast?**

WHEN: Wednesday, March 23<sup>rd</sup>, 2011 - 3:30 PM EST

WHERE: Orange County Convention Center

WHAT: Synchronoss' Mike Mulica on Panel

For More Information about the Panel See: <http://www.ctiawireless.com/info/index.cfm/session-details?callID=1291>

### **FierceWireless Executive Breakfast: Making Money From M2M and Embedded Wireless**

WHEN: Wednesday March 23, 2011 - 7:00 AM - 8:45 AM EST

WHERE: Wyndham Resort

WHAT: Synchronoss' Mike Mulica on Panel

### **ABOUT SYNCHRONOSS TECHNOLOGIES INC.**

Synchronoss Technologies (NASDAQ: SNCR) is the leading global provider of on-demand transaction management technology. The company's ConvergenceNow<sup>(R)</sup>, ConvergenceNow<sup>(R)</sup> Plus+(TM) and InterconnectNow(TM) technology platforms enable communication service providers, cable operators, retailers/e-tailers and OEMs to automate [subscriber activation](#), order management, provisioning and content transfer and synchronization of connected devices, across any network from any distribution channel. For more information visit us at:

**Web:** <http://www.synchronoss.com>

**Blog:** [blog.synchronoss.com](http://blog.synchronoss.com)

**Twitter:** [twitter.com/synchronoss](http://twitter.com/synchronoss)

*The Synchronoss logo, Synchronoss, ConvergenceNow, InterConnectNow 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](mailto:Stacie.hiras@synchronoss.com)

or

**Investor:**

Tim Dolan, 617-956-6727

[investor@synchronoss.com](mailto:investor@synchronoss.com)