



Synchronoss Selected to Discuss Mobile Data and Cloud Services at International CTIA Wireless 2012

April 24, 2012

BRIDGEWATER, N.J., Apr 24, 2012 (BUSINESS WIRE) --[Synchronoss Technologies, Inc.](#) (NASDAQ: SNCR), the world's leading provider of [transaction management](#), [cloud enablement](#) and mobility management for [connected devices](#), today announced that it has been selected by the CTIA Wireless Association to share its views on mobile data and cloud-based services at the 2012 CTIA tradeshow to be held in New Orleans, May 8-10, 2012.

The "Mobile Data Ubiquity" panel will include Synchronoss' [Executive Vice President, Product Management and Chief Strategy Officer, Biju Nair](#), and senior executives from Tier One CSPs. The panel will discuss the emergence of connected devices, the importance of seamless content transferring, and the cloud's impact on the progressive demand for access to any application and any content, anywhere and on any device. The panel will take place on Tuesday, May 8, 2012 at 1:00 PM at the Ernest N. Morial Convention Center.

"More than ever consumers are expecting immediate access to their content through various connected devices," said Biju Nair, Executive Vice President, Product Management and Chief Strategy Officer, Synchronoss Technologies. "The cloud has transformed the deliverance of information and services, offering carriers and OEMs the opportunity to provide their subscribers with secure and effortless access to their content regardless of device or platform."

Company activities during the conference include:

Customer Meetings / Product Demos

WHAT: Schedule a meeting/demo with Synchronoss executives

WHEN: May 8-10, 2012

WHERE: Synchronoss Hospitality Suite, New Orleans Marriott at the Convention Center

CTIA Conference Panel: Mobile Data Ubiquity - Cloud

WHAT: Synchronoss' Biju Nair on CTIA Cloud Panel

WHEN: Tuesday May 8th, 2012 - 1:00 PM, Room 356

WHERE: Ernest N. Morial Convention Center

For More Information about the Panel See: <http://www.ctiawireless.com/info/index.cfm/session-details?trackID=130>

About Synchronoss Technologies, Inc.

Synchronoss Technologies (NASDAQ: SNCR) is the world's leading provider of transaction management, cloud enablement and mobility management for connected devices. The company's technology platforms ensure a simple and seamless on-demand channel for service providers and their customers. For more information visit us at:

Web: www.synchronoss.com

Blog: <http://blog.synchronoss.com>

Twitter: <http://twitter.com/synchronoss>

The Synchronoss logo, Synchronoss, ConvergenceNow, InterconnectNow, ConvergenceNow Plus+ and SmartMobility 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