



Synchronoss Expands Personal Cloud to Consumer Connected Devices; Expands Operators' Presence into the Living Room and Car

February 25, 2013

- *Showcases connected car, consumer home and other technologies at 2013 Mobile World Congress in Barcelona*
- *Expands its industry leading consumer cloud for operators to include other consumer devices to add value to mobile operator offerings*

BRIDGEWATER, N.J.--(BUSINESS WIRE)--Feb. 25, 2013-- [Synchronoss Technologies, Inc.](#) (NASDAQ: SNCR), the mobile innovation leader that provides personal cloud solutions and software-based activation for connected devices across the globe, announced today that its Personal Cloud solution has been significantly enhanced now to add support for connected consumer devices. The company will showcase the platform, including its Connected Home and Connected Car solutions at 2013 Mobile World Congress in Fira de Barcelona Gran Via - Hall 5, Stand H510.

Today, Synchronoss has one of the largest personal cloud solutions globally and is currently deployed by many of the world's biggest mobile operators, like Verizon Wireless, Vodafone and Telefonica. With Synchronoss, operators can offer a branded cloud storage, backup and synchronization service to their subscribers, offering new capabilities to store contacts and rich media across any device (smartphones, PC's, tablets, TV's, etc.) and any platform (Android, iOS, RIM, Windows, etc.). Address book contacts, pictures, music, videos, device settings (such as ring tones, wall papers, email, etc.), documents, SMS/MMS and call logs can be securely stored to the cloud and relevant contents synchronized across multiple devices and mobile operating systems. The solution makes it trivial for mobile subscribers to transfer all contents from one handset to the next, as well as retrieve them from the cloud when needed.

"Mobile operators who are able to transform themselves into digital lifestyle solutions providers, who go beyond just providing access and devices to their customers to empower consumers and enterprises with solutions – end-to-end solutions – will reap greater benefits from the cloud," said Chetan Sharma, Founder and President, Chetan Sharma Consulting. "Such operators go beyond just being an enabler of the ecosystem; they actually launch complete end-to-end personal cloud solutions."

The Connected Home solution, which will be demonstrated during Mobile World Congress, will showcase how subscribers can access their digital content stored in the Synchronoss Personal Cloud on their connected consumer electronics devices, such as Smart TV's.

The Connected Car solution, featuring Synchronoss' intelligent voice recognition technology, will demonstrate how subscribers can access and navigate their content assets stored on their mobile devices through voice driven commands, and also access and control other home automation systems such as thermostats from the car dashboard.

"Mobility has created an environment where consumers have multiple devices for their professional and personal lives," said Biju Nair, Executive Vice President & Chief Corporate Strategy Officer, Synchronoss. "Our Personal Cloud Platform is the operator's answer to delivering personal cloud solutions, managing subscribers' personal content across multiple connected devices regardless of device type and operating systems. By adding connected consumer devices, we significantly expanded the mobile operator's ability to offer their services in the living room and the car."

Schedule a Synchronoss Personal Cloud Demo or Meeting

WHEN: Monday February 25th -Thursday, February 28th, 2013

WHERE: Fira de Barcelona Gran Via - Hall 5, Stand H510

<http://www.synchronoss.com/schedule-a-meeting.html>

About Synchronoss Technologies, Inc.

Synchronoss Technologies (NASDAQ: SNCR) is the mobile innovation leader that provides personal cloud solutions and software-based activation for connected devices across the globe. The company's proven and scalable technology solutions allow customers to connect, synchronize and activate connected devices and services that empower enterprises and consumers to live in a connected world. For more information visit us at:

Web: www.synchronoss.com

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

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

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