



Synchronoss to Discuss the Personal Cloud at CONNECTIONS™: The Premier Connected Home Conference & Showcase Co-Located with CTIA 2013

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BRIDGEWATER, N.J.--(BUSINESS WIRE)--May. 14, 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, today announced that it has been selected to share its views on the personal cloud and cloud-based services at The 17th annual CONNECTIONS: The Premier Connected Home Conference which will be co-located with CTIA 2013 on May 20-23 in Las Vegas.

Synchronoss' [Executive Vice President & Chief Corporate Strategy Officer, Biju Nair](#), will be included on the panel titled "A Castle in the Clouds: Building Revenues via the Personal Cloud." The panel will explore new service opportunities in the personal cloud, emerging business models, consumer adoption, market challenges and the future of the personal cloud. The panel will take place on Monday, May 20, 2013 at 3:00 PM at the Venetian in Las Vegas.

"As the personal cloud continues to transform the consumer digital landscape, service providers must keep pace with the growing demand for a seamless experience across devices and operating systems," said Biju Nair, Executive Vice President & Chief Corporate Strategy Officer, Synchronoss. "Cloud content synchronization will be central in providing a high quality user experience for subscribers, while creating new revenue streams for operators."

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>

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