



Synchronoss Launches New 'Integrated Life™' Platform for the Connected Everything

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Powers the Future of Connected Automobiles with AT&T

BRIDGEWATER, N.J.--(BUSINESS WIRE)--Jan. 6, 2014-- Synchronoss Technologies, Inc. (NASDAQ:SNCR), the mobile innovation leader that provides cloud solutions and software-based activation for connected devices globally, today announced the company's new Integrated Life™ platform. This new cloud platform solution enables seamless network activation to empower end users to engage devices in new ways. From smartphones and tablets to connected homes, automobiles, and health and wellness devices, the Integrated Life platform connects and activates everything and provides a simple activation experience for the next generation of connected devices.

In conjunction, the company is announcing that AT&T is the first carrier leveraging the new Integrated Life platform to power its connected car center, the AT&T Drive Studio and AT&T Drive, a modular, global automotive platform. This new platform will integrate all of the AT&T solutions across multiple partners and serves as an overall hub where AT&T can respond to specific challenges and needs from automotive manufacturers and the auto ecosystem at large. AT&T has created the AT&T Drive Studio located near its Atlanta Foundry Innovation Center to showcase and demonstrate the future of these connected automobiles.

"This is going to be a watershed year for the connected car and embedded connections will allow consumers to access their connected lives regardless of the vehicle they drive," said Chris Penrose, senior vice president, Emerging Devices, AT&T Mobility. "We have relied on Synchronoss' activation software for more than ten years and know they can deliver the kind of innovation and solutions we need in the AT&T Drive Studio for our automotive partners."

Synchronoss Integrated Life Platform Part of AT&T Drive Ecosystem

The AT&T Drive Platform and Studio will feature automobiles leveraging Synchronoss' technology designed to show the capabilities, features and benefits of the connected automobile which include:

- Access to all online content – including auto diagnostics, apps, e-mails, videos, texts, documents, music and settings – as well as the Internet via an easy to use dashboard
- Enables devices to talk to each other wirelessly allowing users to control homes' lights, thermostat and other systems with their smartphones or vehicles remotely
- Ability to activate connected automobiles as a mobile hot spot on the AT&T network
- Download iTunes playlists via a digital locker as well as access automobile diagnostic information on any device as part of their overall shared data plan

Natural Extension to Synchronoss Portfolio for Mobile Activation

The Synchronoss Integrated Life platform is specifically designed to power the activation of the devices and technologies that seamlessly connect today's consumer. With this new offering, Synchronoss is driving a natural extension of its expertise in mobile activations with leading wireless networks around the world to link other non-traditional devices – including wearables, home appliances, security systems, automobiles and more.

"Synchronoss Integrated Life is a logical extension of our technology platform as it brings together our activation and cloud technologies to create one powerful customer experience across all five screens in a consumer's life – laptop, smartphone, tablet, smart TV and connected automobile," said Nick Lazzaro, EVP and President, North America, Synchronoss. "This platform provides mobile operators across the globe a tremendous opportunity to offer more shared data plans while at the same time providing consumers access to their content on a multitude of devices, including automobiles like the ones featured in the AT&T Drive Studio."

New Applications to Age-Old Functions Drive New Connectivity Opportunities

Synchronoss' Integrated Life platform delivers greater value, utility, and flexibility to mobile operators to provide service to their customers regardless of where they are and what device they are using – all on one shared data plan. In the connected world, consumers are able to control appliances like smart refrigerators, cooling and heating systems, lights and security systems from any device.

For more information about Synchronoss' Integrated Life platform, please visit www.synchronoss.com.

About Synchronoss Technologies, Inc.

Synchronoss Technologies, Inc. (NASDAQ:SNCR), is a mobile innovation leader that provides 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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