

Synchronoss Selected By The GSM Association To Discuss Key Mobile Trends At The 2010 Mobile World Congress in Barcelona, Spain

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"Strategies For Growth" Panel to Address How Changes in the Connected Devices Ecosystem are Impacting the Value Chain and the End Customer Experience

BRIDGEWATER, N.J., Jan 11, 2010 (BUSINESS WIRE) -- Synchronoss Technologies, Inc. (NASDAQ: SNCR), the leading global provider of on-demand transaction management software platforms, today announced that it has been selected by the GSM Association to share its views on key mobile trends at the 2010 Mobile World Congress to be held in the Fira de Barcelona, 15-18 February 2010.

The "Strategies for Growth" panel will include Synchronoss' [Chief Marketing Officer and Executive Vice President, Omar Téllez](#), and senior executives from Tier One CSPs, leading device manufacturers and OEMs and will take place on Tuesday the 16th of February at 4:00 PM at the Fira de Barcelona Conference and Exhibition Center. Among other topics the panel will discuss how changes in the connected devices ecosystem are impacting the value chain, the end customer experience and the impacts that this will have on customer service.

"As OEMs and eTailers, among others, challenge the status quo by going directly to market with pervasive connected devices, consumers will have more choices but could feel confused about the customer service rules of the game," said Omar H. Téllez, Chief Marketing Officer and Executive Vice-President at Synchronoss Technologies. "CSPs, OEMs, and retailers/eTailers will need to deliver a reliable and best in class activation, order management process and experience to succeed in this space."

Synchronoss will have a considerable presence at the 2010 Mobile World Congress. [Company activities during the conference include:](#)

Customer Meetings / Product Demos

WHEN: Monday February 15th -Thursday, February 18th, 2010

WHERE: Fira de Barcelona Convention and Exhibition Center

Strategies for Growth Panel

WHEN: Tuesday, February 16th, 2010 - 4:00 PM Central European Time

WHERE: Fira de Barcelona Convention and Exhibition Center

For More Information about the Panel See: http://www.mobileworldcongress.com/conference/conf_agenda.htm

Connected Devices Dinner (invitation only)

WHEN: Wednesday, February 17th, 2010 - 8:30 PM Central European Time

WHERE: Restaurant MOOO, Hotel OMMM; Rosselló 265
08008 Barcelona

About Synchronoss Technologies, Inc.

Synchronoss Technologies (NASDAQ: SNCR) is the leading global provider of on-demand transaction management technology. Synchronoss' software platforms automate subscriber activation, order management and service provisioning for all connected-devices, across any communication service, from any channel. The company's ConvergenceNow(R) and ConvergenceNow(R) Plus+ technology platforms automate a wide variety of transactions across multiple delivery channels and networks, enabling telecommunication service providers, cable operators, retailers/ e-tailers and OEMs to accelerate and monetize their go-to-

market with connected-devices while addressing back-office fragmentation, and delivering an improved customer experience at lower costs. For more information, please visit www.synchronoss.com.

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SOURCE: Synchronoss Technologies, Inc.

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