

# Synchronoss Technologies Expands ConvergenceNow(R) Functionality to Enable Emerging Devices

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ConvergenceNow(R) Plus+ to Enable End-to-End Customer Life Cycle Management for Emerging Devices

New Devices Supported Include Mobile Internet Devices, Media

Players, Digital Cameras, Mobile Computers, Mobile Navigation Devices

BRIDGEWATER, N.J.--(BUSINESS WIRE)--Nov. 5, 2008--Synchronoss Technologies, Inc. (NASDAQ: SNCR), the leading software provider of electronic order management solutions to the communications services marketplace, today announced the latest version of its platform, ConvergenceNow Plus+, which allows a new line of emerging devices to become wireless enabled. Such devices include media players, digital cameras, mobile computers, mobile internet devices and mobile navigation devices among others.

Through its ConvergenceNow Plus+ platform, Synchronoss will enable operators and original equipment manufacturers (OEMs), to streamline subscriber account management, service activation and support for a variety of new emerging devices. In addition to activation and provisioning, ConvergenceNow Plus+ will support additional transactions and functions such as inventory management for emerging devices, trouble ticketing and product fulfillment.

"The influx of pervasive and ubiquitous mobile broadband networks is bringing new opportunities for Mobile Network Operators (MNOs) and Original Equipment Manufacturers to launch new converged devices that transcend personal communications and enter the broader field of telematics, cameras, laptops, and durable goods," said Nancee Ruzicka, Sr. Research Analyst at Stratecast / Frost & Sullivan. Ruzicka added, "End customers expect these new devices to quickly deliver an array of applications seamlessly and without hassle after purchase. A product like ConvergenceNow(R) Plus+ that streamlines account creation and activation becomes critical to delivering a high quality initial customer experience in this environment."

"The market for converged communication services and emerging devices is rapidly growing and consumers are demanding connectivity in more places than ever before," said Bob Garcia, COO, Synchronoss Technologies. "Synchronoss' ConvergenceNow Plus+ platform provides our customers with a truly end-to-end and seamless customer experience, from order capture, activation, provisioning, and fulfillment to the complete customer care operation."

For more information on ConvergenceNow(R) Plus+ please go to [www.synchronoss.com](http://www.synchronoss.com).

About Synchronoss Technologies, Inc.

Synchronoss Technologies (NASDAQ: SNCR), is the premier provider of on-demand transaction management software to Tier One communications service providers. Synchronoss enables service providers to drive growth in new and existing markets while delivering an improved customer experience at lower costs. The company's flagship ActivationNow(R), ConvergenceNow(R) and ConvergenceNow(R) Plus+ software platforms automate, synchronize and simplify electronic service creation and management of advanced wireline, wireless and IP services across existing networks. For more information, please visit [www.synchronoss.com](http://www.synchronoss.com).

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