

Synchronoss Selected to Discuss Connected Devices Market Dynamics at CTIA Wireless 2010

February 23, 2010

"The World is Wide Open" Panel Will Discuss 'Open Mobile' Initiatives' Challenges and Opportunities and Will Include Speakers from AT&T, Best Buy, Qualcomm, Sony and Verizon Wireless

BRIDGEWATER, N.J., Feb 23, 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 CTIA Wireless Association to share its market dynamics views on open mobile initiatives at the 2010 CTIA tradeshow to be held in the Las Vegas, March 23-25, 2010.

"The World is Wide Open" panel will include Synchronoss' [Chief Marketing Officer and Executive Vice President, Omar Téllez](#), and senior executives from Qualcomm, Sony Electronics, Verizon Wireless, AT&T, and Best Buy. It will explore various views on business models, services enablement, economics, bandwidth issues, and the effect on pricing and handset subsidies that occurred and/or are occurring as a result of the roll out of "open" initiatives.

"With billions of connected devices rapidly entering the marketplace, traditional distribution models are changing and communications service providers (CSPs), original equipment manufacturers (OEMs), and retailers/eTailers are faced with new choices, challenges and opportunities," said Omar H. Téllez, Chief Marketing Officer and Executive Vice-President at Synchronoss Technologies. "Open mobile initiatives are fostering a different mobile ecosystem yet CSPs, OEMs, and retailers/eTailers must understand that the need to deliver a reliable and best in class activation, order management process and experience will be the key to success in this space."

"As we enter the new hyper-connected world of eReaders, Netbooks, connected Personal Navigation Devices, printers, cameras, Mobile Internet Devices, Smartbooks and the like, we've begun to realize that connecting these devices is an incredibly complex process," said James Brehm, Senior Consultant, Mobility and the Unwired Experience, Frost & Sullivan. "Although changing business models, flexible pricing plans, and rich application enablement will fuel this growth in the short run, the only ways we will sustain this growth long term is to hide the complexity from the consumer and make the process of purchasing and activating a connected Consumer Electronics device as seamless and simple as possible. Make the process simple, repeatable, and sustainable."

[Company activities during the 2010 CTIA conference include:](#)

Customer Meetings / Product Demos

WHEN: Tuesday March 23rd - Thursday, March 25th, 2010

WHERE: Las Vegas Convention Exhibition Center

The World is Wide Open Panel

WHEN: Tuesday, March 23rd, 2010 - 3:30 PM Pacific Standard Time

WHERE: Las Vegas Convention Center

For More Information about the Panel See: http://www.ctiawireless.com/info/sessions.cfm#Opportunities_for_Monetizing_Mobile

Connected Devices Dinner (invitation only)

WHEN: Wednesday, March 24th, 2010 - 6:00 PM Pacific Standard Time

WHERE: Botero, Encore Wynn Las Vegas

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), ConvergenceNow(R) Plus+(TM) and InterconnectNow(TM) 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 the latest insight and perspective on connected devices, visit our blog at blog.synchronoss.com and Web site at www.synchronoss.com.

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