

Synchronoss Selected to Discuss Connected Devices at CTIA's Mobile Enterprise Track

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Synchronoss Technologies (NASDAQ: SNCR):

NEWS

- Synchronoss selected to participate in CTIA's Mobile Enterprise Track to be held during the 2010 CTIA Enterprise and Applications, in San Francisco, CA, October 6-8, 2010
- "Enterprise Device Update" Panel to Discuss Opportunity for Connected Devices to Revolutionize the Enterprise and will Feature Speakers from RIM, Qualcomm, Motorola and Samsung
- Synchronoss to demonstrate the most powerful mobility customer experience at the 2010 CTIA Enterprise and Applications

CONTEXT

Connected devices are indispensable business tools connecting the always on-the-go workforce around the clock. This session will provide an overview of the latest and greatest mobile devices for business users, highlighting their potential to revolutionize the efficiency of the enterprise. Specific attention will be paid to the functionality, activation & synchronization mechanisms, access speeds and bandwidth requirements necessary for the devices to work properly and meet the needs of users.

The Enterprise Device Update" panel will include Synchronoss' [Executive Vice President and Chief Marketing Officer, Omar H. Téllez](#), and senior executives from RIM, Qualcomm, Samsung and Motorola. The panel will explore the enormous opportunity for enterprises to take advantage of this rapidly growing market.

QUOTES

"CTIA looks forward to hearing from Synchronoss and all our panelists at CTIA Enterprise & Applications(TM) 2010 as they discuss the exciting new ways wireless devices can better connect American enterprise and make businesses of all sizes more productive and efficient," said Bobby Franklin, Executive Vice President at CTIA, The Wireless Association^(R).

"Smart phones and [connected devices](#), such as laptops and tablets have become essential business tools for the enterprise," said Omar H. Téllez, Executive Vice President and Chief Marketing Officer at Synchronoss Technologies. "While there is an enormous opportunity for enterprises to take advantage of this rapidly growing market there are also many challenges related to multi-carrier order processing, management, activation, synchronization and provisioning that need to be addressed in order to enable a powerful experience."

Company activities during the 2010 CTIA Enterprise and Applications conference include:

Customer Meetings / Product Demos

WHEN: Wednesday, October 6 - Friday, October 8, 2010

WHERE: Marriott Marquis Hotel Suite - 55 Fourth Street, San Francisco, CA

To schedule a meeting, please visit:

<http://www.synchronoss.com/contact-more-info-schedule-meeting.php>

CTIA Education Session: The Enterprise Device Update Panel

WHEN: Wednesday, October 6, 2010 - 1:00 PM PST

WHERE: Moscone Center West -- Room 2004

For more information about the panel:

<http://www.ctiaenterpriseandapps.com/info/index.cfm/ctia-educational-sessions#enterprise>

For a demonstration of the most powerful mobility customer experience that ConvergenceNow^(R) Plus+ enables, please visit:

<http://www.synchronoss.com/Synch-CDNow-Demo-062910.html>

ABOUT SYNCHRONOSS TECHNOLOGIES INC.

Synchronoss Technologies (NASDAQ: SNCR) is the leading global provider of on-demand transaction management technology. The company's ConvergenceNow^(R), ConvergenceNow^(R) Plus+(TM) and InterconnectNow(TM) technology platforms enable communication service providers, cable operators, retailers/e-tailers and OEMs to automate [subscriber activation](#), order management, provisioning and content transfer and synchronization of connected devices, across any network from any distribution channel. For more information visit us at:

Web: www.synchronoss.com

Blog: <http://blog.synchronoss.com>

Twitter: <http://twitter.com/synchronoss>

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