

Synchronoss Among a Diverse Panel to Discuss the Future of Connected Devices at CES 2011

December 7, 2010

BRIDGEWATER, N.J., Dec 07, 2010 (BUSINESS WIRE) -- Synchronoss Technologies, Inc. (NASDAQ: SNCR) --

NEWS

- Synchronoss selected to participate in the "Smartphones: What's Next?" panel to be held during the 2011 Consumer Electronics Show (CES) in Las Vegas, NV, January 6-9, 2011
- "Smartphones: What's Next" Panel to Discuss the Future of Connected Devices will Feature Speakers from CNET, RIM, HTC and Mozilla
- Synchronoss to demonstrate its powerful mobility customer experience at the 2011 CES

CONTEXT

Connected devices - everything from smartphones and tablets to eReaders and personal navigation systems - are radically changing how people manage their business and personal lifestyles, share experiences, communicate and collaborate. This session will provide an overview of the opportunity for connected devices and the market dynamics surrounding operating systems and standards

The "Smartphones: What's Next" panel will be moderated by CNET and include Synchronoss' [Executive Vice President and Chief Marketing Officer, Omar H. Téllez](#) and senior executives from RIM, HTC, and Mozilla.

QUOTES

"New formats of connected devices with advanced operating systems such as Android and Windows are driving a fresh generation of mobility, and necessitate best-in-class [order management](#), activation and [content transfer and synchronization](#) to enable the most powerful and complete mobility customer experience," said Omar H. Téllez, Executive Vice President and Chief Marketing Officer at Synchronoss Technologies. "While there is an enormous opportunity 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 2011 CES conference include:

CES Panel Session: Smartphones: What's Next

WHEN: Thursday, January 6, 2011 1:30 PM - 2:30 PM PST

WHERE: Las Vegas Convention Center, South Hall

For more information about the panel:

www.cesweb.org/sessionid=3854

Sponsorship of FierceWireless Executive Breakfast

WHEN: Thursday January 6, 2011 7:00 AM - 8:45 AM PST

WHERE: Encore @ The Wynn Las Vegas

Customer Meetings / Product Demos

WHEN: Wednesday January 5 - Sunday, January 9, 2011

WHERE: Wynn Las Vegas

To schedule a meeting, please visit:

www.synchronoss.com/schedule-meeting.php

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

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: blog.synchronoss.com

Twitter: twitter.com/synchronoss

The Synchronoss logo, Synchronoss, ConvergenceNow, InterConnectNow and ConvergenceNow Plus+ are trademarks of Synchronoss Technologies, Inc.

All other trademarks are property of their respective owners.

SOURCE: Synchronoss Technologies, Inc.

Synchronoss Technologies, Inc.

Media:

Stacie Hiras, 908-547-1260
Stacie.hiras@synchronoss.com

or

Investors:

Tim Dolan, 617-956-6727
investor@synchronoss.com