

Synchronoss Expands iPhone Support to Enable Seamless Content Transfer and Synchronization

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Providing Cross Platform Support to Both GSM and CDMA

BRIDGEWATER, N.J. & BARCELONA, Feb 14, 2011 (BUSINESS WIRE) -- Synchronoss Technologies, Inc. (NASDAQ: SNCR), the leading provider of activation and cloud services, today announced it has expanded its [ConvergenceNow\(R\) Plus](#) platform's [Content Transfer & Synchronization](#) module to migrate content over the air between connected devices for the iPhone on both GSM and CDMA versions. The expanded support offers consumers more choice and further enables them to transfer their contacts and content when moving between mobile devices.

[Synchronoss' Content Transfer & Synchronization](#) module is a key element of the ConvergenceNow(R)Plus+(TM) platform and ensures content is portable between mobile platforms and operator networks. With Content Transfer & Synchronization, consumers can easily move between devices including Android, Blackberry, BREW, iPhone, Java, Symbian and Windows Mobile platforms. By offering cross platform support, communications service providers (CSPs) can increase customer loyalty while enabling consumers to upgrade their feature phone to a new smartphone or other mobile device seamlessly.

"With the number of smartphone devices expected to overtake purchases of feature phones this year, cross platform support for content transfer and synchronization becomes essential to consumers and service providers alike," said Mike Mulica President and Head of Strategy and Corporate Development at Synchronoss Technologies. "The process of transferring mobile device contacts and content to a new device is typically a manual and time-consuming process that adds inconvenience and complexity to the consumer. By expanding iPhone device support, Synchronoss is removing the barriers associated with upgrading devices and further helping consumers who are choosing between the latest Java, Android and iPhone devices."

"The opportunity to offer a simple and seamless experience for content transfer and synchronization requires a comprehensive over-the-air solution that supports a broad array of devices and wireless capabilities," said James Brehm, Senior Consultant, Mobility and the Unwired Experience, Frost & Sullivan. "From transferring mobile content between devices to backing up existing profiles to the cloud, Synchronoss' ConvergenceNow(R)Plus+ platform provides a solution for a simple and seamless transfer of contacts and content further enabling a powerful customer experience."

Synchronoss will have a considerable presence at the 2011 Mobile World Congress. To schedule a demo of the ConvergenceNow(R) Plus platform, please contact us [here](#).

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-tailors 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: <http://www.synchronoss.com>

Blog: blog.synchronoss.com

Twitter: twitter.com/synchronoss

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