

Synchronoss Launches SmartMobility(R) Products Under ConvergenceNow(R) Plus+ Platform

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Synchronoss Hosting User Summit with Leading OEM's on New "Connect/Sync/Activate" Platform Verizon Wireless to Participate in Showing How to Leverage Synchronoss Platform to On Board and Gain Benefits to 4G LTE Network for Leading OEM's

BRIDGEWATER, N.J., Sep 06, 2011 (BUSINESS WIRE) -- Synchronoss Technologies, Inc. (NASDAQ: SNCR), the world's leading provider of [transaction management](#), cloud enablement and mobility management for [connected devices](#), today announced that it will host **The 2011 Connect - Sync - Activate Summit** in September in Napa, California. This three-day, invitation-only event is a connected device-centric forum, bringing together a diverse group of original equipment manufacturers (OEMs) and original device manufacturers (ODMs) to discuss device enablement in an LTE ecosystem.

Verizon Wireless will participate in the event and discuss how OEMs and ODMs can leverage Synchronoss and the SmartMobility(R) product of ConvergenceNow(R)Plus+ as an LTE device enablement platform to connect, activate and sync connected devices. As part of their LTE Innovation Center and Open Device Initiative, Verizon Wireless has partnered with Synchronoss to better enable non-traditional and traditional wireless devices to get integrated and self-certified on the Verizon network seamlessly, while greatly reducing cost of device integration and improving time to market.

Rajeev Chand, Managing Director and Head of Research for Rutberg & Company will provide keynote presentations at the summit.

"We are pleased to be working with the industry ecosystem on LTE innovation to provide a more standardized way to service and better facilitate OEMs and ODMs to get devices integrated into networks and self-certified," said Stephen G. Waldis, President and Chief Executive Officer of Synchronoss. "This partnership is a unique industry opportunity for all OEMs and ODMs to take advantage of a simple, seamless approach and a standardized channel for bringing devices to market quickly on 3G and 4G networks."

The 2011 Connect - Sync - Activate Summit will be held on September 18-20, 2011 in Napa, California. For more information, visit <http://www.synchronoss.com>.

About Synchronoss Technologies, Inc.

Synchronoss Technologies (NASDAQ: SNCR) is the world's leading provider of transaction management, cloud enablement and mobility management for connected devices. The company's technology platforms ensure a simple and seamless on-demand channel for service providers, OEMs and their customers. For more information visit us at:

Web:<http://www.synchronoss.com>

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SOURCE: Synchronoss Technologies, Inc.

Synchronoss Technologies, Inc.

Investors:

Tim Dolan, 617-956-6727

investor@synchronoss.com

or

Media:

Stacie Hiras, 908-547-1260

Stacie.hiras@synchronoss.com