



Synchronoss Invited to Discuss the Future of Communications and Connectivity at Wireless Influencers 2011

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Roundtable Discussion to Address Complexities Surrounding Connected Device Integration, Activation and Management

BRIDGEWATER, N.J., Oct 12, 2011 (BUSINESS WIRE) -- [Synchronoss Technologies, Inc.](http://www.synchronoss.com) (NASDAQ: SNCR), the world's leading provider of [transaction management](#), cloud enablement and mobility management for [connected devices](#), today announced it has been invited by Rutberg & Company, LLC to share its views on key industry trends impacting the mobile ecosystem at Wireless Influencers 2011. Wireless Influencers will be held October 16 - 18 in Rancho Palos Verdes, CA and is the world's premier multidisciplinary forum for senior executives to examine what's next for wireless and digital media.

The Future of Communications and Connectivity Roundtable will take place on Monday, October 17 at 10:30 AM and will include Synchronoss' Chief Strategy Officer, Biju Nair and senior executives from Tier One mobile operators. Among other topics, the roundtable will discuss how the growth of traditional and non-traditional connected devices is impacting the mobile ecosystem and how operators can tackle the challenge of connecting, activating, supporting and managing all of these connected devices.

"As mobile operators and original equipment manufacturers (OEMs), among others, aim to take advantage of the billions of connected devices flooding the market, the challenge to connect, sync, activate and manage these devices will become paramount," said Biju Nair, EVP and Chief Strategy Officer, Synchronoss. "By leveraging a product, such as SmartMobility, operators and OEMs can realize a more efficient device connectivity solution from the cloud with a faster time to market."

About Rutberg & Company

Established in 2001, Rutberg & Company is a research-centric investment bank that provides mergers and acquisitions advisory and private capital raising services to public and private companies in the wireless and digital media industries.

Through its conferences and executive forums, Rutberg & Company assembles global senior executives and financiers to network and to identify and evaluate meaningful business building opportunities within the industries under research and investment banking coverage by the firm. For additional information about Rutberg & Company, please visit our website at <http://www.rutbergco.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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