

## Synchronoss Showcases Rich Communication Services (RCS) for Personal Cloud Platform at Mobile World Congress 2013

February 26, 2013

BRIDGEWATER, N.J.--(BUSINESS WIRE)--Feb. 26, 2013-- [Synchronoss Technologies, Inc.](#) (NASDAQ: SNCR), the mobile innovation leader that provides personal cloud solutions and software-based activation for connected devices across the globe, announced today that it will showcase Rich Communications Services (RCS) as part of its Personal Cloud Platform at 2013 Mobile World Congress in Fira de Barcelona Gran Via - Hall 5, Stand H510.

As an integral part of its Personal Cloud Platform, RCS is an essential building block in delivering the vision of "Communication Ubiquity" across multiple screens - mobile, tablets, PC and TV. Supporting RCS, Synchronoss enables subscriber's access to cross-device next generation RCS communications services such as voice, video calling, file transfer and chat. In addition to these capabilities Synchronoss RCS solution enables sharing content, such as file transfer, video and picture during a chat session. The RCS client enables these services on devices which do not have a native address book or native content or enriches the existing native address book.

Synchronoss has cooperated with RCS Gateway provider Solaiemes to deliver a Web-based RCS client that is integrated with its Personal Cloud Platform. Subscribers, can unify their contacts across devices and leverage the numerous RCS capabilities from the cloud.

The RCS Web-based client is ideal for both consumer "Connected Home" multi-device/ multi-screen solutions as well as for enterprise applications (RCS services for employees from laptops and PCs).

### [Schedule a Synchronoss Personal Cloud Demo or Meeting](#)

WHEN: Monday February 25<sup>th</sup> -Thursday, February 28<sup>th</sup>, 2013

WHERE: Fira de Barcelona Gran Via - Hall 5, Stand H510

<http://www.synchronoss.com/schedule-a-meeting.html>

### **About Synchronoss Technologies, Inc.**

Synchronoss Technologies (NASDAQ: SNCR) is the mobile innovation leader that provides personal cloud solutions and software-based activation for connected devices across the globe. The company's proven and scalable technology solutions allow customers to connect, synchronize and activate connected devices and services that empower enterprises and consumers to live in a connected world. For more information visit us at:

Web: [www.synchronoss.com](http://www.synchronoss.com)

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

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

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