

# Synchronoss and Telstra Announce the Availability of Personal Cloud Solution for Australia's Largest Mobile Network at Mobile World Congress

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## *Synchronoss expands global footprint with its first carrier partnership in Australia*

BRIDGEWATER, N.J. & MELBORNE, Australia & BARCELONA, Spain--(BUSINESS WIRE)--Feb. 24, 2014-- [Synchronoss Technologies, Inc.](#) (NASDAQ:SNCR), the mobile innovation leader that provides cloud solutions and software-based activation for connected devices across the globe, and Telstra, Australia's largest telecommunications provider today announced the availability of Telstra's T-Cloud™ personal cloud service to everyone with an Australian mobile number.

Powered by the Synchronoss Personal Cloud™ solution, Telstra T-Cloud allows users to safely and securely store files and media to the cloud while synchronizing their content across multiple devices and mobile operating systems. With T-Cloud, subscribers can upload, download and access photos, videos, music and other files from a smartphone and tablet as well as from their PC or Mac – all with the peace of mind knowing that their personal files are safe and secure, hosted in data centers in Australia. When subscribers sign up for T-Cloud they will automatically receive 3 GB of free storage. As storage needs grow, a range of options are available.

“T-Cloud, by Telstra, is a safe and easy way to back-up, access and share your most treasured photos, videos, music and irreplaceable files on all your devices,” said Alan Crouch, Director, Connected Home, Telstra. “Our goal is to provide a simple and powerful user experience across all devices and give our customers peace of mind that their precious data is stored safely in Australia. We selected the Synchronoss Personal Cloud platform because of its proven experience with tier one operators around the globe, the scalability of the solution, and its support for multiple device platforms.”

“Synchronoss has been rapidly growing its international reach and with the Telstra partnership we are now powering the cloud for mobile operators across North America, Europe, India and Australia,” said Daniel Rizer, Executive Vice President, Product Management and Business Development at Synchronoss. “Today our personal cloud portfolio supports eight different data classes, enabling mobile operators to offer a platform that securely stores their subscribers' most critical personal content, safely and securely.

Synchronoss is showcasing its solutions for the connected world in multiple locations at the 2014 Mobile World Congress in Barcelona, Spain, February 24<sup>th</sup> – 27<sup>th</sup>. Located in Hall 5, the company will be demoing Synchronoss Integrated Life™, Synchronoss Personal Cloud™, Synchronoss WorkSpace™ and its latest offering, The Social Music Platform™ announced in partnership with Napster last week.

Additionally, as part of the Connected City ecosystem, Synchronoss will demo technology solutions that power connected cars and homes with Synchronoss Integrated Life and Synchronoss Personal Cloud.

### **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)

### **About Telstra**

Telstra Corporation Limited (known as Telstra) is an Australian telecommunications and media company, building and operating telecommunications networks and marketing voice, mobile, internet access and pay television products and services.

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Source: Synchronoss Technologies, Inc.

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