

New Tier One Operator and Big-Box Retailer Customer Wins Fuel Growth of Synchronoss Personal Cloud™

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Synchronoss Mobile Content Transfer™ Solution, continues driving strong adoption of Synchronoss Personal Cloud™

BRIDGEWATER, N.J.--(BUSINESS WIRE)--Jun. 2, 2015-- [Synchronoss Technologies, Inc.](http://www.businesswire.com/news/home/20150602006174/en/) (NASDAQ:SNCR), the mobile innovation leader that provides cloud solutions and software-based activation for mobile carriers, retailers and OEMs around the world, today announced two new large customers have chosen to deploy the Synchronoss Mobile Content Transfer (MCT) solution.

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A North American major tier one mobile operator and a major North American-based big-box retail store have selected Synchronoss' solution to enable the secure, fast wireless transfer of personal content from across operating system, device and network. These wins will bring the company's leading Mobile Content Transfer solution to millions of new customers, fueling the adoption of its Personal Cloud technology. The Synchronoss' Mobile Content Transfer solution has processed more than 2.2 million transfers since its debut in June 2014, and with the addition of these new customers it will be deployed in approximately 8,700 retail and online stores for some of the world's leading wireless carriers and retailers. Synchronoss cloud products are becoming a key essential part of almost all major mobile operators' multi-billion dollar communication services business, and are successfully setting the stage to higher long term engagement and monetization opportunities.

"The Synchronoss Mobile Content Transfer solution is pervasive across almost all North American mobile operators," said Chris Putnam, SVP, Product Sales and Business Development at Synchronoss. "Now with our expansion into big-box retail locations beyond traditional carrier retail locations, millions of consumers will gain the ability to leverage our solutions for device activation and Personal Cloud adoption."

Synchronoss Mobile Content Transfer allows mobile operators – as well as retailers seeking to become a wireless retail destination – to drive a seamless cross-channel customer experience by enabling a customer to purchase their new smartphone through any of the carrier sales channels and simply move their content from their old device to their new device regardless of device type or operating system. Previously, operators had to rely on physical boxes on-premises in the store in order to migrate content, which were also limited by device type, OS, and customers had to physically be present for content migration. As a self-service solution, the customer can migrate personal content at their leisure in the store or over their home Wi-Fi network.

For more information [read more](#) or check out our [blog](#).

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: www.synchronoss.com.

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