

# Synchronoss Mobile Content Transfer™ Solution Named a Finalist in 2015 CTIA MobITs Awards

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*Synchronoss Mobile Content Transfer enables innovative transfer of subscriber content across operating systems, devices and networks*

BRIDGEWATER, N.J.--(BUSINESS WIRE)--Sep. 3, 2015-- [Synchronoss Technologies, Inc.](#) (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 its [Mobile Content Transfer](#)™ solution has been named a finalist in the 'Mobile Customer Experience Management' category of CTIA's 2015 [MobITs Awards](#) competition. Enhancing enterprise performance, efficiency and productivity, the MobITs Awards celebrate outstanding achievements in mobile IT solutions through mobile apps and platforms, customer experience, device management, security and privacy and new innovations. Winners will be announced Thursday, September 10 at [CTIA Super Mobility 2015](#) at the Sands Expo in Las Vegas.

Communication Service Providers (CSPs) and retail customers are facing challenges when transferring data across operating systems, devices, and networks. The Synchronoss Mobile Content Transfer solution enables CSPs to provide a white label, fully branded wireless content transfer experience that offers the speed, scalability, and ubiquitous transfers that customers appreciate. When combined with Synchronoss' Personal Cloud solution, carriers offering cloud solutions for their subscribers can "seed the cloud" during the content transfer process, so that every new device activated also results in a new carrier cloud customer.

"Being named a finalist in the CTIA MobITs Awards validates Synchronoss' unique ability to seamlessly transfer data during device upgrade cycles," said Stacie Hiras, Vice President, Marketing & Communications at Synchronoss. "With our Mobile Content Transfer solution, operators can offer customers a choice in how they want to migrate their content – either in store or wirelessly. This fast, secure transfer process helps to increase customer satisfaction, retention and loyalty."

"CTIA awards recognize some of the best mobile products and services that leverage, shape and transform our competitive and rapidly evolving mobile industry. These awards are perfectly timed for holiday buying and new year business planning, and [CTIA Super Mobility 2015](#) attendees will have the opportunity to see and experience these innovations first hand," said CTIA Vice President and Show Director Robert Mesirow.

Dozens of industry experts, reporters and analysts judged and scored hundreds of entries to determine the finalists and winners in CTIA's annual awards program. CTIA will host the awards ceremony at [CTIA Super Mobility 2015](#) and announce the winners Thursday, September 10 at 2:00 p.m. PT from the Networked Society Stage (Booth 3673) in the Sands Expo.

In addition, the public may vote for their "Crowd Favorite." [Online voting begins now](#), and onsite text voting begins September 8. "Crowd Favorite" voting ends Thursday, September 10 at 10:00 a.m. PT.

For more information about Synchronoss Mobile Content Transfer solution, please visit [synchronoss.com/products/synchronoss-mobile-content-transfer](http://synchronoss.com/products/synchronoss-mobile-content-transfer).

## About CTIA Super Mobility 2015

[CTIA Super Mobility 2015](#) ([ctiasupermobility2015.com](http://ctiasupermobility2015.com)) is the largest forum in the Western Hemisphere for the mobile innovations that power our connected life. More than 35,000 mobile professionals and executives and 1,100+ exhibitors from around the globe gather for this powerhouse technology event for its unrivaled networking opportunities and to share leading-edge trends, discoveries and knowledge. [CTIA Super Mobility 2015](#) is held September 9, 10 & 11, 2015, at the Sands Expo and Convention Center in Las Vegas, USA.

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## 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](http://www.synchronoss.com).

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