

Synchronoss and OnStar Partner on M-Commerce for Connected Cars

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OnStar uses Synchronoss' Integrated Life™ platform to drive targeted in-car contextual mobile commerce

BRIDGEWATER, N.J.--(BUSINESS WIRE)--Jan. 4, 2016-- Synchronoss Technologies, Inc. (NASDAQ:SNCR), the leading innovator of cloud solutions and software-based activation for mobile carriers, enterprises, retailers and OEMs worldwide, today announced a new partnership with General Motors' OnStar. OnStar will use Synchronoss' Integrated Life platform to facilitate merchant transactions and cloud intelligence to expand the features, and contextual relevance of the OnStar AtYourService commerce and marketing platform.

OnStar AtYourService is a platform which drives the digital engagement between drivers and physical merchants, creating personalized and relevant connections between where a subscriber goes and what they do. This service first launched in early 2015 and is part of its wider suite of OnStar connected car services and features.

Synchronoss' Integrated Life platform will be established as the interaction hub for merchants who will supply new and exciting value propositions to OnStar customers. OnStar will use the Synchronoss Integrated Life platform to deliver innovative and accurate context-based in-car offers and services to subscribers from leading brands and merchants via OnStar AtYourService. Examples include mobile pre-ordering and payment in advance of reaching a destination; as well as automatic activations for convenient "pay-and-go" services at the fuel pump.

"Our partnership with Synchronoss gives us important new connectivity capabilities to expand the range of features available via our OnStar AtYourService platform that we would not have been able to implement otherwise," said Mark Lloyd, Consumer Online Officer for OnStar. "Using the Synchronoss Integrated Life platform as a foundation, our two companies can deliver more effective and intelligent engagement between physical merchants and our customers, and create new and lucrative mobile commerce opportunities, while delivering great value to our drivers."

Synchronoss Integrated Life™ is a natural extension of the company's mission to enable a seamless connected experience regardless of channel, device, or operating platform. Through Integrated Life, Synchronoss empowers the overall Internet of Things (IoT) ecosystem to:

- Support diverse business and revenue models and address expanding ecosystem needs
- Extend simple and optimized context-based device activation and connectivity process
- Manage user identities, profiles and policies for targeted device unified subscription, service, and billing management
- Deliver improved customer experience across devices and encourage end users to engage with devices in new ways
- Connect devices faster to end-user's digital content, stored securely in the Cloud
- Deploy any app (custom and third-party) through the API Platform

GM is leading the automotive industry with the largest deployment of 4G LTE connected vehicles –connected by OnStar. OnStar currently has more than 7 million subscribers globally. The OnStar service includes safety and security features such as emergency collision contact, remote diagnostics, stolen vehicle tracking and automatic roadside assistance, to turn-by-turn navigation, hands-free calling and in-car web access via 4G LTE and Wi-Fi.

"The Synchronoss Integrated Life platform will leverage the power of the cloud to provide the crucial connection between OnStar users in their cars and the merchants and brands that want to reach them," said Stephen Waldis, Founder, Chairman, & CEO, Synchronoss. "The platform's powerful and scalable data processing and connectivity capabilities will let brands and merchants unlock new value from OnStar subscribers with targeted interactions, timely and personalized in-car offers and transactions."

OnStar AtYourService is currently available only to General Motors OnStar customers in the U.S.

About General Motors:

General Motors Co. (NYSE:GM, TSX: GMM) and its partners produce vehicles in 30 countries, and the company has leadership positions in the world's largest and fastest-growing automotive markets. GM, its subsidiaries and joint venture entities sell vehicles under the Chevrolet, Cadillac, Baojun, Buick, GMC, Holden, Jiefang, Opel, Vauxhall and Wuling brands. More information on the company and its subsidiaries, including OnStar, a global leader in vehicle safety, security and information services, can be found at <http://www.gm.com>.

About OnStar

OnStar, a wholly owned subsidiary of GM Holdings LLC ("GM") that launched in 1996, offers in-vehicle safety, security, diagnostic, navigation, and connectivity services in Chevrolet, Buick, GMC, Cadillac, Opel and Vauxhall models, including Automatic Crash Response, Stolen Vehicle Assistance, Turn-by-Turn Navigation, RemoteLink mobile app and 4G LTE Wi-Fi. OnStar has more than 7 million subscribers in North America, Europe, China and Brazil. In 2015, OnStar recorded its 1 billionth customer interaction, topped more than 2 million 4G LTE Wi-Fi equipped-vehicles, and launched in Opel/Vauxhall.

About Synchronoss

Synchronoss Technologies, based in Bridgewater, NJ, (NASDAQ: SNCR) is the mobile innovation leader that provides cloud solutions and software-based activation for mobile carriers, retailers, OEMs and enterprises around the world. The company's proven, scalable and patented 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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