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## Synchronoss Supports AT&T Mobile TV

03/26/2009

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Synchronoss Technologies (SNCR) has announced it will power the entire customer-care front and back ends for the AT&T CruiseCast mobile TV service through its ConvergenceNow® Plus+ platform.

The AT&T CruiseCast service will offer a lineup of 42 entertainment channels, 22 satellite TV and 20 radio channels. It will enable families, commuters and mobile professionals to watch the same type of television experience in the rear seat entertainment systems of their vehicles that they now have in their homes.

"Synchronoss provides AT&T CruiseCast users with an optimal experience by providing an environment with a single point of access for the service activation as well as subscriber life-cycle management," said Michael Grannan, chief operating officer of RaySat Broadcasting Corporation (RBC). "The ConvergenceNow Plus+ platform simplifies and automates the process from activation to customer care so we can focus on delivering the best quality video to our customers on the road."

Synchronoss' ConvergenceNow Plus+ platform will enable the subscriber account management and service activation for the AT&T CruiseCast offering.

The AT&T CruiseCast service overcomes line-of-sight obstacles, such as overpasses, buildings, trees or tunnels, to deliver television programming to cars, non-commercial trucks and SUVs.

"Our ConvergenceNow® Plus+ platform provides RBC with a truly end-to-end customer experience from the order capture, activation, provisioning and fulfillment to the complete customer-care interactions," said Chris Putnam, executive vice president, Synchronoss Technologies. "The AT&T CruiseCast mobile TV service is a game-changer for customers consuming video now on the road, and we are excited to support its launch."

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