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Synchronoss Expands Functionality of ConvergenceNow® Plus⁺ Platform with On-Device Activation Wizard™

- ***Enables grab-and-go device activation and management for Netbooks***
- ***Activation within minutes on the network with the data plan of the consumers' choice***
- ***Integration with both software and hardware providers***

PRESS RELEASE:

BRIDGEWATER, NJ – May 19, 2009— [Synchronoss Technologies, Inc.](#) (NASDAQ: SNCR), the leading global provider of on-demand transaction management software platforms, today announced it has expanded its [ConvergenceNow® Plus⁺ platform](#) to include an On-Device Activation Wizard™. The enhancements to the platform provide an automated easy to use wizard driven “grab-and-go” activation process, allowing consumers who purchase any type of emerging device, the ability to complete the activation process and be on the network in a matter of minutes. The ConvergenceNow® Plus⁺ platform will be showcased June 2nd through June 6th at [Computex Taipei 2009](#), with Netbooks being the first of a myriad of devices to be supported by the new Wizard functionality.

ConvergenceNow® Plus⁺ offers complete on-demand subscriber activation and management services for wireless embedded emerging devices such as smartphones, mobile Internet devices, laptops and wirelessly enabled consumer electronics such as cameras and global positioning system devices.

The highly successful “grab-and-go” [activation process](#) enables consumers to select not only what emerging device model they want, but also which data plans they want on the carrier of their choice, all from the computer or the actual device itself, from anywhere the consumer chooses.

Additionally, the platform provides a valuable extension which will allow devices to be shipped “warm” (always on and instantly accessible), and provides an automated easy to use wizard driven activation process.

“ConvergenceNow® Plus⁺ offers multiple opportunities for us to partner with software operating system companies and device manufacturers,” said [Daniel Rizer](#), Executive Vice President, Business Development, Synchronoss. “Having this embedded wireless technology via the Synchronoss On-Device Activation Wizard™ provides a single source for complete subscriber

account management, allowing customers to activate services and devices instantly while providing the carriers and OEMs with end-to-end real-time visibility into the process.”

“The combination of mobile broadband technologies and the proliferation of emerging wireless devices presents operators and service providers with a new set of opportunities and challenges,” said Nancee Ruzicka, Sr. Research Analyst, Stratcast. “Embedded wireless technology has the potential to redefine business models and alter traditional delivery channels of consumer content—however service providers and device manufacturers must realize that in order to monetize and capitalize on these additional revenue streams they need to streamline the process and provide an optimal customer experience.”

The On-Device Activation Wizard™ was designed to help original equipment manufacturers (OEMs), original device manufacturers (ODMs), carriers and indirect channels deliver an end-user experience that is consistent with consumer expectations of emerging devices: simple, portable and efficient.

[Computex Taipei 2009:](#)

For demonstrations and appointments with Synchronoss executives at Computex, please email stacie.hiras@synchronoss.com .

About Synchronoss Technologies, Inc.

Synchronoss Technologies (NASDAQ: SNCR) is the leading global provider of on-demand transaction management software platforms. Synchronoss automates subscriber activation, order management and service provisioning for any device type, across any communication service, from any channel. The company's ConvergenceNow® and ConvergenceNow® Plus+ technology platforms automate a wide variety of transactions across multiple delivery channels and networks, enabling service providers, cable operators and device manufacturers to address back-office fragmentation, growth, and changing technologies while delivering an improved customer experience at lower costs. For more information, please visit www.synchronoss.com.

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