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## ***Synchronoss Technologies: Connected Devices Now Fastest Growing Transaction Type***

*Annual Growth of [ConvergenceNow® Plus<sup>+</sup>](#) Transactions Supporting Smartphones, Mobile Internet Devices, Netbooks and Laptops Exceeds 300%*

### **PRESS RELEASE:**

**BRIDGEWATER, NJ**– December 14, 2009 – [Synchronoss Technologies, Inc.](#) (NASDAQ: SNCR), the leading global provider of on-demand transaction management software platforms, today announced that its platforms have seen the number of transactions for connected devices, such as smartphones, mobile Internet devices, netbooks, laptops and other connected consumer electronics, grow at a rate exceeding 300% over the past year, making it one of the fastest transaction types across all its platforms, products and services.

Synchronoss' platforms have handled peaks of 1,500 transactions per minute, making it the most scalable platform and the de facto industry standard to activate provision and manage the growth of connected devices.

"We're entering a new era where every device that can be connected will be connected to the Internet and other devices," states James Brehm, Senior Consultant, Mobility and the Unwired Experience, Frost & Sullivan. "With the hyper-growth of eReaders, Netbooks, connected Personal Navigation Devices, printers, and cameras and with the introduction of new partnerships and business models such as Best Buy Mobile, wireless penetration rates will skyrocket in the upcoming years from near 90% to over 250%."

"The scalability and functionality that our ConvergenceNow® Plus<sup>+</sup> platform has demonstrated over the past year is unmatched in this industry, and speaks volumes about the architectural decisions that we have made and the seamless and automated integration that we have developed with our customers," said Patrick J. Doran, Chief Technology Officer at Synchronoss Technologies.

"It's a brave new world for connected devices," said Omar H. Téllez, Executive Vice-President and Chief Marketing Officer at Synchronoss Technologies. Téllez added, "Consumers will have

an abundance of connected devices choices, and will engage with brands they feel comfortable with, but having a reliable and best in class activation, order management process and experience like the one our ConvergenceNow® Plus<sup>+</sup> platform offers will be a huge differentiator for service providers, OEMS, and retailers/eTailers.” For additional insights on the connected devices space please visit: <http://blog.synchronoss.com/>.

The ConvergenceNow® Plus<sup>+</sup> platform provides original equipment manufacturers (OEMs), service providers and e-tailers/retailers the capability to accelerate the launch of a [wide range of connected-devices and services](#). Global customers currently utilize Synchronoss’ on-demand subscriber activation and management platform to accelerate and monetize their go-to-market strategies for connected-devices. The platform’s enablement solution provides results for a quicker time to market, enhanced customer experience, growth in subscriber and revenue levels, and an increased average revenue per user (ARPU).

For a demonstration of the best in class customer experience that ConvergenceNow® Plus<sup>+</sup> enables please visit <http://www.synchronoss.com/>.

#### **About Synchronoss Technologies, Inc.**

Synchronoss Technologies (NASDAQ: [SNCR](#)) is the leading global provider of on-demand transaction management technology. Synchronoss' software platforms automate subscriber activation, order management and [service provisioning for all connected-devices](#), across any communication service, from any channel. The company’s ConvergenceNow®, ConvergenceNow® Plus<sup>+</sup> and InterConnectNow® technology platforms automate a wide variety of transactions across multiple delivery channels and networks, enabling telecommunication service providers, cable operators, retailers/ e-tailers and OEMs to accelerate and monetize their go-to-market with connected-devices while addressing back-office fragmentation, and delivering an improved customer experience at lower costs. For more information, please visit [www.synchronoss.com](http://www.synchronoss.com).

*The Synchronoss logo, Synchronoss, ConvergenceNow and ConvergenceNow Plus<sup>+</sup> are trademarks of Synchronoss Technologies, Inc. All other trademarks are property of their respective owners.*

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