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## **Synchronoss Integrates Mobile Content Transfer and Synchronization Functionality into ConvergenceNow® Plus<sup>+</sup> Platform**

***Company Completes Acquisition of FusionOne, the Established Leader  
in Mobile Content Transfer and Synchronization Technology***

### **PRESS RELEASE:**

**BRIDGEWATER, NJ** – July 20, 2010 – [Synchronoss Technologies, Inc.](#) (NASDAQ: SNCR), the leading global provider of on-demand transaction management software platforms, today announced it has expanded the feature and functionality of its [ConvergenceNow® Plus<sup>+</sup>](#) platform to provide the most powerful mobility customer experience—from [subscriber activation](#) and service provisioning to mobile content transfer and synchronization.

With the acquisition of the established leader in mobile content transfer and synchronization technology, FusionOne, Synchronoss' [ConvergenceNow® Plus<sup>+</sup>](#) platform will enable communications service providers, OEMs and eTailers/retailers' mobile subscribers to transfer and synchronize their content across different mobile devices. The new functionality orchestrates the end-to-end processes associated with subscriber activation, service provisioning, content transfer and synchronization, improving the customer experience while reducing churn and increasing revenue opportunities.

"The acquisition of FusionOne by Synchronoss extends the functionality of the ConvergenceNowPlus+ platform by providing a seamless and simplified end user experience from activation and provisioning to content transfer and synchronization," stated James Brehm, Senior Consultant, Mobility and the Unwired Experience, Frost & Sullivan. "Happier customers lead to more new device sales and a reduction in time between device upgrades. Service providers, eTailers/retailers and OEMs who utilize ConvergenceNowPlus+ will not only benefit from having happier customers, from the approved end user experience, they will benefit from eliminating revenue leakage by having sales people manually handle data transfers and other customer service related issues instead of selling more new devices."

- For a brief demo of [ConvergenceNow® Plus<sup>+</sup>](#)'s new functionality click [here](#)
- To download an updated Product Sheet click [here](#)

“Service providers need to own and optimize the mobile user’s experience from the point of purchase and activation through the transfer and synchronization of that user’s mobile content to their new device,” Stephen G. Waldis, President and Chief Executive Officer of Synchronoss.

“With the expanded features and functionality of our ConvergenceNow® Plus+ platform, service providers, OEMs and eTailers/retailers have the ability to transform what typically was a poor mobile user experience into a simplified and powerful customer experience.”

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

Synchronoss Technologies (NASDAQ: SNCR) is the leading global provider of on-demand transaction management technology. The company’s ConvergenceNow®, ConvergenceNow® Plus+™ and InterconnectNow™ technology platforms enable communication service providers, cable operators, retailers/e-tailers and OEMs to automate subscriber activation, order management, provisioning and content transfer and synchronization of connected devices, across any network from any distribution channel. For more information visit us at:

Web: [www.synchronoss.com](http://www.synchronoss.com)

Blog: <http://blog.synchronoss.com>

Twitter: <http://twitter.com/synchronoss>

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