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## **Synacor (Booth 2247) at The NCTA Cable Show 2012 to Showcase Next-Gen TV Everywhere Solutions, Sneak-Peek Its New Carbyn Cloud-Based HTML5 Apps Platform and Highlight Solutions for Independent Operators**

BUFFALO, N.Y. and BOSTON, May 17, 2012 (GLOBE NEWSWIRE) -- Synacor, Inc. (Nasdaq:SYNC), provider of the leading technology platform enabling cable, satellite, telecom and consumer electronics companies to authenticate their consumers and deliver digital entertainment, TV Everywhere and online services, will be showcasing its latest solutions at The NCTA Cable Show 2012, May 21-23, 2012, Booth #2247 (across from CableNet). In sync with this year's NCTA Cable Show theme, "Experience More," Synacor enables cable, satellite and IPTV providers to offer their subscribers apps, content and digital entertainment across myriad devices.

One of Synacor's featured solutions is its TVE platform, which enables pay-TV providers to offer next-gen entertainment and consumer experiences that empower subscribers to easily connect, engage, discover and consume all forms of content across time, geography and devices. Needham & Company [estimates](#) TV Everywhere will become a \$12 billion industry over the next three to five years, and TDG Research reports more than [30 million households](#) are expected to use TV Everywhere by 2016. Synacor is accelerating TVE adoption by offering solutions for service providers of all sizes and offering a complete multiscreen experience for their subscribers.

Also during The Cable Show, Synacor will offer a sneak-peek of its new cloud-based platform based on its recent acquisition of tech startup Carbyn, which provides customers a branded platform where their subscribers can seamlessly enjoy a variety of entertainment content and HTML5 apps including video, music, games, newspapers, and magazines all in one place by simply signing into their subscriber account on any device, regardless of operating systems (OS), including Apple iOS, Google Android or Microsoft Windows.

Synacor also will highlight its lineup of turnkey TVE, content and homepage solutions specifically designed for independent operators. These out-of-the-box solutions allow independent operators rapid-release of TV Everywhere, email and content services to their subscribers at an affordable price.

"Synacor is dedicated to our customers and enabling them to bring innovative, engaging and flexible service offerings that will amaze and delight their subscribers," said George Chamoun, EVP of Sales and Marketing and Co-Founder of Synacor. "The NCTA Cable Show is the perfect venue for us to showcase our next-gen solutions. We're demoing our TVE services, our first-of-its kind Carbyn platform, and our independent operator offering—all designed to make pay-TV providers even more invaluable to their subscribers. As connected devices, content and consumers proliferate, Synacor offers our customers the tools they need to meet demand and overcome the challenges of an ecosystem in mass transformation."

For more information on Synacor's TV Everywhere services, Carbyn platform and independent operator offering, please visit [synacor.com](http://synacor.com) or email [tvee@synacor.com](mailto:tvee@synacor.com).

### **About Synacor**

Synacor's customer-branded platform enables cable, satellite, telecom and consumer electronics companies to deliver TV Everywhere, digital entertainment, services and apps to their end-consumers, strengthening those relationships while monetizing the engagement. Synacor is headquartered in Buffalo, NY. For more information, visit [synacor.com](http://synacor.com). Integrate. Authenticate. Engage.

The Synacor logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=11609>

CONTACT: Michael Zema

(212) 445-8181

[mzema@webershandwick.com](mailto:mzema@webershandwick.com)