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Synacor Announces Multi-Language Authentication for TV Everywhere, Beginning with Spanish

BUFFALO, NY -- (PRWeb -June 27, 2012) -- Synacor, Inc. (NASDAQ: SYNC), known as the go-to strategic partner for TV Everywhere, today announced an industry-leading feature: multi-language TV Everywhere authentication, beginning with Spanish.

With this new feature, Synacor's TV Everywhere login will automatically detect the language preference (English or Spanish) of a subscriber, and will instantaneously render the appropriate authentication experience. In the months to come, Synacor will launch additional languages for TV Everywhere authentication, with French expected next.

"Multi-language authentication is a must and presents an immediate market opportunity for both Synacor and cable operators to deliver TV Everywhere experiences to the vast audience of pay-TV subscribers whose preferred language is other than English." said Michael Bishara, Synacor VP and GM of TV Everywhere. "Spanish is the primary language for 37 million Americans. By providing multiple language options for subscribers, Synacor adds greater depth to our 'TV Everywhere for Everyone' campaign and helps accelerate TV Everywhere adoption across the U.S. and beyond."

Synacor customers first to launch the new multi-language authentication feature will be announced in coming weeks. Synacor's white-label TV Everywhere solution includes video aggregation, mediation, and single sign-on authentication, as well as back-office integrations with cable operators' rights, I.D., and billing systems. Synacor's exhaustive metadata allows pay-TV subscribers quick and seamless access to content that's most relevant to them, ensuring an easy and enjoyable search and discovery experience.

For more information on Synacor's TV Everywhere services including "TV Everywhere for Everyone," please visit synacor.com or email 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(NASDAQ: SYNC), is headquartered in Buffalo, NY. Integrate. Authenticate. Engage.