



June 5, 2013

## **Synacor at NCTA Cable Show 2013, Booth #1241, Washington, D.C., June 10-12 to Showcase Latest Innovations in Award-Winning TV Everywhere Solutions, Cloud ID Social Login and Carbyn Cross-Device Platform**

BUFFALO, N.Y. and WASHINGTON, June 5, 2013 (GLOBE NEWSWIRE) -- Synacor Inc. (Nasdaq:SYNC), the leading provider of next-gen startpages, award-winning TV Everywhere solutions, and cloud-based Identity Management (IDM) services, across multiple devices for cable, satellite, telecom and consumer electronics companies, will be showcasing its latest offerings and innovations at NCTA's [The Cable Show 2013](#) in Washington, D.C., June 10-12, 2013, Booth #1241.

Show attendees will see Synacor's newest developments in TV and TV Everywhere, including a glimpse at what's coming next in consumer-friendly Search and Discovery, Cloud ID Social Login, and its Carbyn Cross-Device platform. Plus, Synacor is offering by-appointment-only presentations of its next-gen consumer experiences that make finding favorite TV shows, movies, and music seamless, fun and fast.

"What's next is what you'll see from Synacor at NCTA Cable Show this year—in our products and services," said George Chamoun, EVP of Sales and Marketing, Synacor. "Synacor is dedicated to continual, ground-breaking innovation around our next-gen solutions for pay-TV providers, focusing on the goal of seamlessly getting consumers to their favorite TV shows, movies, music, games and news, on the device of their choosing—all on behalf of our cable and telecommunication customers. The Cable Show is the perfect venue for us to showcase these solutions."

More on the Synacor Cable Show Line-Up:

**TV and TV Everywhere:** Synacor will showcase the latest developments in its TV and TV Everywhere solutions, related to its recent news in expanding TVE offerings with the likes of BendBroadband and Cable ONE, as well as Verizon, with which Synacor announced its [expanded TVE relationship](#) to offer the company's nearly 5 million Verizon FiOS TV subscribers access to live linear and on-demand programming through one online destination from top providers like HBO, Cinemax, Showtime, Syfy, USA Network, CNBC, Telemundo, Bravo, Oxygen, Golf Channel, mun2, E!, Sprout, Style Network, MSNBC, NBC, NBC Local, NBC Sports Network and NBC News.

**Cloud ID:** Synacor will be demonstrating the new capabilities of its Cloud ID Social Login. An industry first, recently named [TMC Cable Spotlight Product of the Year](#), and just featured at Google's [Developer Sandbox at Google I/O 13](#), Cloud ID Social Login gives Synacor customers the flexibility to offer subscribers access to online pay-TV content with their favorite social accounts, like Facebook, Twitter and Google+, while simultaneously authorizing with the subscriber's pay-TV provider or billing account. Synacor's Cloud ID Management Platform provides authentication services for TV Everywhere, Messaging, Value Added Services and Identity Management Services, which help cable, satellite, telecom, consumer electronics companies, app developers, and programmers provide a secure and trusted identity management solution for their end-consumers.

**Carbyn Cross-Device:** Synacor's Carbyn cloud-based, cross-device platform, 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 system (OS), including Apple iOS, Google Android or Microsoft Windows.

Synacor's presence at The Cable Show comes on the heels of its expansion into the Boston area. Led by Synacor SVP, Software Engineering, Steve Davi, Synacor's new Westford, Massachusetts office will serve as a complement to the company's Buffalo, New York headquarters and specialized engineering hub, and is projected to bring up to 25 new jobs to the booming Boston tech scene.

To request an invitation to Synacor's NCTA Cable Show Happy Hour, please email [tellmemore@synacor.com](mailto:tellmemore@synacor.com). Find a copy online or at the booth of Synacor's HTML5 White Paper, "[HTML5: Top Five Things to Expect in 2013.](#)" covering whom to watch (Microsoft, Google, Netflix, LinkedIn, Apple, Facebook, Mozilla), hurdles to overcome, and what to expect next as providers and major tech players are using the platform to create dynamic consumer content across mobile devices.

### **About Synacor**

Synacor's white-label platform enables cable, satellite, telecom and consumer electronics companies to deliver TV Everywhere, digital entertainment, cloud-based services and apps to their end-consumers across multiple devices, strengthening those

relationships while monetizing the engagement. Synacor (Nasdaq:SYNC), is headquartered in Buffalo, NY. For more information, visit [synacor.com](http://synacor.com).

Integrate. Authenticate. Engage.

### **Forward-Looking Statements**

This release includes certain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements are based on the current expectations or beliefs of management of Synacor, and are subject to uncertainty and changes in circumstances. Actual results may vary materially from those expressed or implied by the statements herein due to changes in economic, business, competitive, technological and/or regulatory factors, and other factors affecting the operation of the respective businesses of Synacor. More detailed information about these factors may be found in filings by Synacor, as applicable, with the Securities and Exchange Commission, including their respective Quarterly Report on Form 10-Q. Synacor is under no obligation to, and expressly disclaims any such obligation to, update or alter their respective forward-looking statements, whether as a result of new information, future events, or otherwise.

CONTACT: Meredith Roth

770-846-1911

[mroth@synacor.com](mailto:mroth@synacor.com)