synacor

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Synacor at CableLabs Winter Conference 2014 to Sneak Peek New TV Everywhere Framework That Enables MVPDs to Embed TVE Into Existing Mobile Native Apps

BUFFALO, N.Y., Feb. 26, 2014 (GLOBE NEWSWIRE) -- Synacor Inc. (Nasdaq:SYNC), the leading provider of next-gen startpages, homescreens, award-winning TV Everywhere solutions and cloud-based Identity Management (IDM) services, across multiple devices for cable, satellite, telecom and consumer electronics companies in the U.S. and abroad, today announced it will sneak peek its next-gen framework that deeply embeds into MVPDs' native mobile apps.

"CableLabs Winter Conference is a top priority for Synacor, a who's who gathering where we can reach cable's top technology influencers," said Michael Bishara, Synacor's SVP of Product and GM of TV Everywhere. "We're excited to offer a first look at Synacor's latest innovations like our deep embed framework for MVPD mobile native apps, our Android customization capabilities, and our AutoAuth offering, especially after its success during Sochi TVE."

More Info About Synacor's CableLabs Winter Conference Sneak Peek:

Synacor's next-gen framework deeply embeds into MVPDs' native mobile apps. The subscriber UI includes Synacor's latest TV Search & Discovery experience, Browse OTT assets, AutoAuth, and more, all integrated with cable operators' end-to-end functions like Pay Bill, Upgrade Subscriptions, and My Account. Top programmers already are integrated, as Synacor's framework and UX can include programmer SDKs for VOD and live streams.

See Synacor at CableLabs Winter Conference 2014, March 3-4, Atlanta, GA, where Synacor is showcasing its next-gen framework for MVPD native mobile apps, and its new Android Customization Platform, all alongside other innovations like its new auto authentication solution, successfully deployed for Sochi. *(CableLabs Winter Conference is a private event for CableLabs cable operator members and demonstrating vendors.)*

For more information on Synacor, please visit synacor.com or email tellmemore@synacor.com.

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. In addition, Synacor offers digital ad inventory for brands wanting a customized, targeted, programmatic means of reaching their audiences. Synacor (Nasdaq:SYNC), is headquartered in Buffalo, NY, with tech hubs in Toronto, Ottawa and Boston, and ad sales offices in New York, Detroit and Los Angeles. For more information, visit synacor.com.

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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.

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