



May 5, 2014

## **Synacor's Greg Jarvis to Participate in Digital Hollywood 2014, May 5-8**

**Synacor's Greg Jarvis will participate in "Cable, TV, Film and Broadband: New Content, New Networks, Streams, Platforms, Devices" panel at Digital Hollywood 2014, alongside industry leaders from Here Media, Interactive One, Kontrol Media, The Nielsen Company, Regional News Network (RNN), and Starz**

BUFFALO, N.Y. and LOS ANGELES, May 5, 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 its VP of Sales, Solutions, Greg Jarvis, will be speaking on the "Cable, TV, Film and Broadband: New Content, New Networks, Streams, Platforms, Devices" panel at [Digital Hollywood 2014](#) at 3:45 p.m. PT on Monday, May 5, at The Ritz Carlton, Marina del Rey.

Synacor's Greg Jarvis brings more than 25 years of new media experience—spanning the U.S., Canada, Latin America and Europe—to the Digital Hollywood panel and will focus on auto authentication as a means to dramatically reduce abandonment rates among pay-TV subscribers accessing TV Everywhere long-form video, as well as other provider content and services.

Other speakers will include Paul Colichman, CEO, Here Media; Smokey Fontaine, Chief Content Officer, Interactive One; Scott Brown, SVP Technology & Strategic Relations, The Nielsen Company; Jeffrey Thompson, SVP & GM, Regional News Network; Dave Baldwin, EVP, Program Planning, Starz; and panel moderator, Mark J. Kapczynski, COO, Kontrol Media.

Jarvis and the entire Synacor team are continuing to innovate in the TV Everywhere space, delivering marquee solutions for pay-TV providers and content programmers. Synacor recently [launched its Cloud ID Auto Authentication solution](#) and reported a dramatic drop in TV Everywhere abandonment, coming in under 10 percent (compared to a typical TVE abandonment rate of approximately 50 percent).

And last week during NCTA Cable Show 2014, Synacor showcased its newest developments in TV and TV Everywhere, including the industry's first iOS app to combine all-in-one functions of bill pay, upgrading services and TV Everywhere content consumption ([announced earlier with Suddenlink](#)). Also on display were Synacor's latest innovations in next-gen start experiences and an early glimpse at Synacor's customized TV and OTT content and services for Android™ tablets. Synacor's Framework for Android turns a single tablet into a multiuser device delivering a collection of favorite TV content, apps and services, depending upon the user.

For more information on Synacor and its TV Everywhere services, visit [synacor.com](#) or email [tellmemore@synacor.com](mailto: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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