



April 13, 2015

Synacor CEO Himesh Bhise to Speak at NAB Show 2015 April 11-16, Las Vegas

Synacor CEO Himesh Bhise will speak as part of Online Video Conference at National Association of Broadcasters (NAB) Show, the world's leading convention for professionals who create, manage and distribute entertainment across all media platforms

BUFFALO, N.Y. and LAS VEGAS, April 13, 2015 (GLOBE NEWSWIRE) -- [Synacor Inc.](#) (Nasdaq:SYNC), the trusted technology development, multiplatform services and revenue partner for video, internet and communications providers, and device manufacturers, today announced its CEO, Himesh Bhise, will join other industry experts in two panel discussions at the 2015 NAB Show in Las Vegas that examine the paradigm shift taking place in the delivery, accessibility, and viewing of next-generation media and entertainment content across multiple platforms.

The panel sessions:

- **April 13, 2015 at 10:00 a.m.:**
["OTT Video Going Global - A New Game for Traditional Broadcasting."](#) sponsored by Siemens Convergence Creators
- **April 14, 2015 at 11:15 a.m.:**
["Pay-TV 2.0- Adapting to Viewers' New Expectations"](#)

The first panel, moderated by Stefan Jenzowsky, Senior Vice President, Head of New Products for Siemens Convergence Creators, will explore the implications of OTT video delivery going global and how OTT impacts traditional video delivery and broadcasting. Panelists also will discuss how OTT video delivery has disrupted traditional broadcasting models and how broadcasters are reacting to the rise of OTT players in various territories. Joining Himesh on this panel are James Burger, Partner Thompson Coburn LLP, Lee Abrams, Co-Founder & CEO of V Satcast, and Steve Cronan, Founder & CEO of 5th Kind.

In the second panel, moderated by Joel Espelien, Senior Analyst, The Diffusion Group, Bhise will participate alongside Andrew Ferrone, Vice President of Pay TV for Roku, Jonathan Hurd, Director of Altman Vilandrie & Company, and Marty Roberts, Co-CEO of the Platform to discuss viewers' expectations for anywhere, anytime, any device access to high-quality video content and how it is fundamentally changing the game for pay-TV operators and cable TV networks.

About Synacor

Synacor (Nasdaq:SYNC) is the trusted technology development, multiplatform services and revenue partner for video, internet and communications providers, and device manufacturers. We deliver modern, multiscreen experiences and advertising to their consumers that require scale, actionable data and sophisticated implementation. www.synacor.com

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

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