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Synacor and Siemens Convergence Creators Announce Strategic Partnership for OTT Solutions

Synacor now preferred gold-reseller of Siemens OTT SWIPE(TM)'s Business Management System that enables Carrier-Grade advanced video solutions and OTT services

BUFFALO, N.Y. and LOS ANGELES, July 15, 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 a strategic partnership with [Siemens Convergence Creators](#), a worldwide leading provider of advanced OTT solutions and a business of the Global Fortune 100 Company; and EveMeta, a leader in high quality, low bandwidth video solutions. The new partnership with Siemens Convergence Creators helps position Synacor as a leading provider of end-to-end advanced video solutions.

Synacor has integrated its existing centers of excellence—Search & Discovery, Cloud ID Authentication, streaming Linear TV technology and consumer experiences—with Siemens OTT SWIPE[™] Business Management Systems (BMS) and encoding capabilities of EveMeta, to support advanced multiscreen video workflow, policy management, lookback services and device distribution. This platform will support a broad array of consumer devices including iOS and Android smartphones and tablets, gaming consoles such as PS4 and Xbox One, OTT devices such as Roku and Android set-top boxes, and connected TVs.

This partnership will enable Synacor's customers to extend their pay-TV and content businesses by enabling scalable solutions to support OTT, TVE and Broadband Video services that can be hosted on premises or in any private or public cloud. Such combined solution will position operators and content providers to launch advanced video services quickly and at lower costs.

"Synacor is excited to partner with Siemens Convergence Creators to deliver the groundbreaking and proven user experience of the OTT SWIPE® platform," said Himesh Bhise, CEO of Synacor. "Siemens OTT SWIPE[™] is a carrier-grade, battle-tested solution that is already deployed with several large providers around the world. Based on Siemens' technical support, Synacor will enable operators and content distributors to deliver high-quality, multiplatform, live-linear, VOD, transactional and authenticated viewing experiences.

"There is a fundamental shift in the way people are consuming television and other media content today. We are excited to be partnering with Synacor, a trusted provider of digital services and platforms to over 50 customers. As the OTT and TV market evolves, as partners we are positioned to provide complete end-to-end managed Video solutions for operators looking to quickly and efficiently deploy advanced video services," said Markus Placho, Head of Business Unit Media of Siemens Convergence Creators.

Further details about the agreement were not disclosed.

About Siemens Convergence Creators

Siemens Convergence Creators GmbH, headquartered in Vienna, provides its customers with innovative products, turnkey solutions and services in the fields of communication networks, service and customer management, public safety and security, multimedia infotainment, as well as space technology.

Among the most important customers are the top players in their respective industrial sectors, i.e. telecommunications, media (TV, publishing houses), transport (cruise ships, railways, aircraft manufacturers, airlines and airports), space, public safety (action forces) and energy (wind power, oil and gas).

Siemens Convergence Creators' presence in emerging and mature markets like Central and Eastern Europe, Germany, USA, India and China together with its powerful network of partners provides a strong basis for activities all over the world.

About EveMeta

EveMeta is a media technology company that offers a suite of low bandwidth video encoding, transcoding and transmuxing technologies, permitting service providers to offer enhanced HD and SD OTT video services for 60% less bandwidth than alternative services.

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>

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 under the captions "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations," in Synacor's annual report on Form 10-K for the year ended December 31, 2014, which is available on the company's website at investor.synacor.com and on the SEC's website at www.sec.gov. 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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