



September 9, 2015

Synacor at IBC 2015 Amsterdam with Partner, Siemens Convergence Creators, to Showcase OTT and TVE End-to-End Video Solutions

For Synacor Product Demo: IBC Hall 14, Siemens Booth 14.A30 or Contact tellmemore@synacor.com

BUFFALO, N.Y. and AMSTERDAM, The Netherlands, Sept. 9, 2015 (GLOBE NEWSWIRE) -- [Synacor Inc.](http://www.synacor.com) (Nasdaq:SYNC), the trusted multiscreen technology and monetization partner for video, internet and communications providers, device manufacturers, and enterprises, today announced its presence at IBC 2015, Hall 14, Booth 14.A30, alongside end-to-end video partner, Siemens Convergence Creators. Synacor will demo its newest, carrier-grade OTT and TV Everywhere end-to-end video solutions.

Synacor reaches hundreds of millions of consumers around the world by delivering portal, email, advertising, authentication and video solutions on behalf of customers.

Consumer expectations for video experiences are high. Synacor's solution helps service providers and content providers quickly and efficiently deliver a compelling TVE and OTT service. Synacor's Advantage:

- Consumer-tested, modern, carrier-grade platform
- Leverages devices already in consumer homes
- Delivers video at scale with lower bandwidth requirements
- Delivers advanced capabilities and proven customer satisfaction
- Offers monetization through dynamic ad insertion as well as 2nd screen direct response advertising

IBC attendees are invited to Hall 14, Booth 14.A30 to discuss OTT and TVE strategy and offerings, and to see Synacor, with its partner Siemens Convergence Creators, demonstrate consumer applications across multiple device platforms, video asset management and workflows, and high quality linear and on-demand playout.

About Synacor

Synacor (NASDAQ:SYNC) is the trusted technology development, multiplatform services and revenue partner for video, internet and communications providers, device manufacturers, and enterprises. 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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