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Synacor Expands Identity Platform Capabilities to Support Single Sign On (SSO) on iPhone, iPad, iPod touch and Apple TV

BUFFALO, N.Y. and SAN FRANCISCO, June 13, 2016 (GLOBE NEWSWIRE) -- [Synacor, Inc.](#) (Nasdaq:SYNC), the trusted multiscreen technology and monetization company for video, internet and communications providers, device manufacturers and enterprises, today announced the release of a comprehensive identity and access management platform to support Apple Single Sign On.

"Synacor is excited to help deliver an optimal SSO experience for iOS and Apple TV users, based on the secure and proven authentication practices established by Synacor over the years," said Himesh Bhise, CEO of Synacor. "Synacor offers an identity platform that helps simplify the login experience for Apple customers to access their authenticated video services."

Historically, the end user experience on mobile devices required subscribers to re-enter their password inside of every video application; on connected TVs specifically, subscribers were prompted to enter a second-screen login on a computer or mobile device before they could watch TV content on the large screen.

The full functionality of Apple Single Sign On was announced today at the [Apple Worldwide Developers Conference in San Francisco](#).

For Pay TV Providers, Synacor Cloud ID with Apple Single Sign On includes

- | *Single Sign On across TVE/OTT apps for pay TV subscribers on Apple's iOS devices and Apple TV*
- | *Password-less Auto Authentication out-of-home across many Apple devices*
- | *Provider App Store featuring available authenticated apps*

Synacor is an industry leader in cloud-based identity & access management, with a rich history of innovation in home-based auto-authentication, social login, and fraud prevention. Synacor also works with industry associations, such as the Open Authentication Technology Committee (OATC), to simplify online access to pay TV.

Per TechTarget, "Single sign-on (SSO) is a session/user authentication process that permits a user to enter one name and password in order to access multiple applications. The process authenticates the user for all the applications they have been given rights to and eliminates further prompts when they switch applications during a particular session."

About Synacor

Known for managed portals and apps, advertising, email and collaboration, authentication, and end-to-end advanced video services, 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. Synacor enables our customers to better engage with their consumers. www.synacor.com

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