



Activate 3G-Enabled Netbooks **Automatically**

Synchronoss On-Device Activation Wizard™ integrates with Xandros OS in first turnkey netbook activation solution

Create new revenue streams with 3G-enabled netbooks

Whether you're an Operator, OEM, ODM, OBM, retailer or an end-user, getting your new netbook computer activated on a 3G network of choice should be fast, easy and reliable.

The Synchronoss and Xandros joint solution enables your business to create new revenue streams by offering a custom branded netbook with integrated 3G wireless. Give your customers the benefits of next-generation mobile computing and the assurance that they can get their netbook online with a 3G data plan, fast and easy right out of the box. The Synchronoss On-Device Activation Wizard™ (ODAW) was engineered to help OEMs, ODMs, operators, and channel partners realize the full potential of the netbook market opportunity. Netbooks are intended to be portable, easy to use and always connected. Unfortunately, the difficulty of activating netbooks often raises a barrier to getting them connected.

Deliver a great netbook user experience with Xandros OS

Xandros pioneered the surging netbook category with Asustek by creating the easy-to-use software for the Asus Eee PC.

Today, Xandros is again on the cutting edge with a one-stop netbook solution that integrates an OS, application stack, application store and Synchronoss network activation for next-generation Intel and ARM-based platforms. Now you can offer your customers a rich netbook experience on the platform of your choice and at lower cost without sacrificing performance or features. With a Xandros netbook, it's easy for people to get connected and enjoy a full browsing and multimedia experience, powerful applications, the ability to access Windows files and folders, and long battery

life. Xandros can even customize the appearance and features of your netbook software to match your brand or target specific regional, demographic or use-case market segments.

Make it easy to get online with Synchronoss On-Device Activation Wizard™

Making it easy for even novice users to get online wirelessly is key to creating a good netbook experience. The Synchronoss On-Device Activation Wizard™ (ODAW) guides your customers through the few simple steps needed to connect their netbook to a 3G data plan. ODAW integrates with the Xandros desktop to ensure that activation is fast, easy and reliable. For consumers, this creates a simplified activation experience where they can open the device and complete the activation process in a matter of minutes at the time and place of their choosing.

For Operators, the ODAW enables on-device activation which can be tailored to the Operator's brand and network. For OEMs, ODMs, OBMs and Retailers/eTailers, the ODAW removes the need to handle activations in store or over the phone. The on-device activation process is operator independent and alleviates the need for complex operator integration. Over time, as wireless chipsets evolve to support multiple network technologies, the ODAW will help remove the need to build or stock different netbook models for various operators by allowing consumers to select not only the plan of choice but also the operator of choice.

Benefits of the joint solution

- Gives great netbook user experience with instant access in complete turnkey solution
- Cuts time to market and costs by pre-integrating with operators
- Removes need for retailers to handle activation or stock multiple netbook models for different operators (in cases where once wireless chipsets support multiple network technologies)
- Can raise netbook customer satisfaction and lower overall subscriber acquisition cost per channel

- Can increase conversion rates by positioning Operator as default network provider
- Enables customers to activate devices and services independently of the requested network or types of services

Features

- Solution integrates Synchronoss On Device Activation Wizard™ (ODAW) with Xandros OS and application stack
- Proven activation technology adopted from smartphones
- Supports Intel and ARM-based platforms
- Supports integrated and external 3G/4G wireless
- Supports single or multiple operators
- Automated activation process pre-qualifies and checks credit of device
- Integrated application store provides additional online revenue opportunities

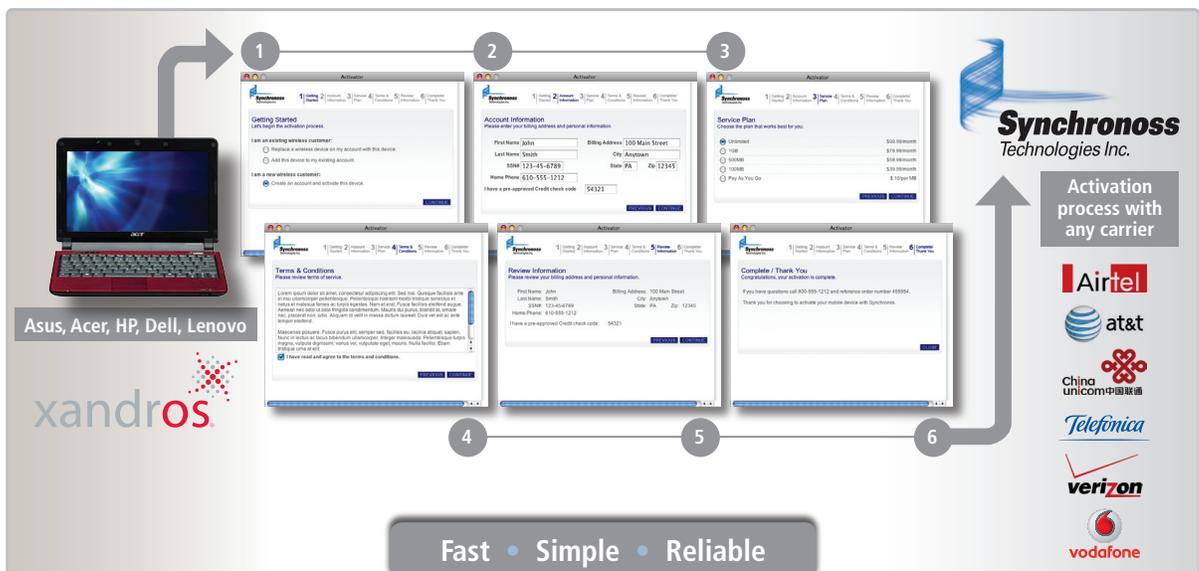
- Software appearance is fully customizable to suit your brand
- Enables subscriber account management from a single point
- Enables end-to-end real-time reporting on subscriber management process

Synchronoss / Xandros Solution

By partnering with Xandros, Synchronoss has developed the On-Device Activation Wizard™ that will enable activation functionality directly from the device. The joint solution builds on Synchronoss' device activation model coupled with Xandros' operating system and application technology to bundle wireless network access within a complete netbook solution.

- Moves activation from the retail (or online) channel to the device
- Provides automated pre-qualification and credit check for devices
- Supports choice of carrier at point of activation

Example Activation Flow:



About Synchronoss Technologies, Inc.

Synchronoss Technologies (NASDAQ: SNCR) is the leading global provider of on-demand transaction management software platforms. Synchronoss automates subscriber activation, order management and service provisioning for any device type, across any communication service, from any channel. The company's ConvergenceNow® and ConvergenceNow® Plus+ technology platforms automate a wide variety of transactions across multiple delivery channels and networks, enabling service providers, cable operators and device manufacturers to address back-office fragmentation, growth, and changing technologies while delivering an improved customer experience at lower costs. For more information, please visit www.synchronoss.com.

About Xandros

Xandros is a leading provider of Linux-based server, desktop and Windows-Linux cross-platform systems management tools. Xandros' mission is to help businesses lower costs of IT infrastructure through revolutionary design and workflow-driven management tools. The company's products empower Windows-centric businesses to benefit from the flexibility, reliability and security of Linux and open source, without requiring Linux expertise. Xandros was founded in 2001, and is headquartered in New York, with offices in Ottawa, Frankfurt and Sao Paulo. For more information, please visit www.xandros.com.