

FOR IMMEDIATE RELEASE

## Syniverse Joins IoT Evolution Expo 2022 as a Platinum Sponsor

### *World's Most Connected Company to Showcase IoT Solutions for Mobile Operators and Enterprises at Industry Event*

**SHELTON, Conn., Nov. 11, 2021** – TMC and Crossfire Media today announced [Syniverse](#), the world's most connected company, has agreed to serve as a platinum sponsor for [IoT Evolution Conference and Expo](#), which will be held Feb. 8-11, 2022, at the Greater Fort Lauderdale/Broward Country Convention Center in Fort Lauderdale, Fla.

IoT Evolution Expo is the leading event for education on the technologies, solutions and impact the [Internet of Things \(IoT\)](#) will have on mobile operators, enterprises, smart cities, and healthcare and manufacturing organizations. The "Future of IoT" is in intelligence. IoT Evolution Expo will show attendees how to implement the "Thinking IoT" and move businesses and mobile users into a new "Connected World."

Syniverse, headquartered in Tampa, Fla., is a leading global provider of unified, mission-critical platforms enabling seamless interoperability across the mobile ecosystem. Syniverse makes global mobility work by enabling consumers and enterprises to connect, engage, and transact seamlessly and securely. Syniverse offers a premier communications platform that serves both enterprises and carriers globally.

For more than 30 years, Syniverse's proprietary software, protocols, orchestration capabilities and network assets have allowed the global mobility company to address the changing needs of the mobile ecosystem. Looking to the future, Syniverse continues to innovate by harnessing the potential of emerging technologies, such as 5G, IoT, rich communications service (RCS) and Communications Platform as a Service (CPaaS) for its enterprise and mobile operator customers.

In August 2021, Syniverse announced their plan to go public through a merger agreement with M3-Brigade Acquisition II Corp. (NYSE: MBAC). Upon closing of the transaction, Syniverse will be listed on the New York Stock Exchange under the ticker "SYNV."

**CLICK TO TWEET:** .@Syniverse, the world's most #connected company, to showcase its #internetofthings solutions for #mobileoperators & #enterprises at [@IoT Evolution](#). #syniverse #IoT #5G #RCS #CPaaS #IoT Evolution <https://bit.ly/2WzS6SZ>

#### Supporting Quotes

- **John McRae, President, Carrier, Syniverse**  
"The increasing adoption of IoT across mobile operators and enterprises is not without its challenges, however, experience, network research, and technology expertise can be instrumental in addressing mobile operators' and enterprises' concerns. For example, the use of private networks to avoid the inherent risks of the public internet is a viable but technically complex approach. We believe that companies remain eager to adopt and realize the economic and productivity benefits but understand they can't go at it alone in their deployments. That is why Syniverse is ready, willing, and able to help mobile operators and enterprises make the most of and achieve their IoT strategy."
- **Dave Rodriguez, President, Technology Marketing Corporation**

“We are ecstatic to welcome Syniverse as a platinum sponsor of IoT Evolution Expo 2022. Syniverse has the industry’s only complete and fully integrated product line to implement transformational technologies including 3G to VoLTE Roaming, 5G Roaming, 5G Messaging, Private Wireless Networks, and IoT Connectivity. They are the perfect partner for any IoT Evolution attendee.”

### Digital Assets

- [Photo] [John McRae](#)
- [Image] [Syniverse logo](#)

### Supporting Resources

- Read about [Syniverse](#).
- Read about [John McRae](#).
- Read and subscribe to the [Syniverse Blog](#).
- Read and subscribe to [Syniverse news releases](#).
- For more information about Syniverse’s news and activities, follow the company on [Twitter](#), [LinkedIn](#) and [Facebook](#).
- View keynotes, speakers, special events, exhibitors, and the entire IoT Evolution Expo conference program [here](#).
- Sign up for IoT Evolution’s [newsletter](#) to receive updates on the event and industry news.
- [Registration](#) for IoT Evolution Expo is now open. For more information, contact [Scott Kargman](#).
- For the latest IoT Evolution Expo news, updates, and information, follow the event on Twitter at [@IoTevolution](#).

### About TMC

Through education, industry news, live events and social influence, global buyers rely on TMC's content-driven marketplaces to make purchase decisions and navigate markets. As a result, leading technology vendors turn to TMC for unparalleled branding, thought leadership and lead generation opportunities. Our [in-person](#) and [online](#) events deliver unmatched visibility and sales prospects for all participants. Through our custom lead generation programs, we provide clients with an ongoing stream of leads that turn into sales opportunities and build databases. Additionally, we bolster brand reputations with the millions of impressions from display advertising on our news sites and newsletters. Making TMC a 360-degree marketing solution, we offer comprehensive event and road show management services and custom content creation with expertly ghost-crafted blogs, press releases, articles, and marketing collateral to help with SEO, branding, and overall marketing efforts. For more information about TMC and to learn how we can help you reach your marketing goals, please visit [www.tmcnet.com](http://www.tmcnet.com) and follow us on [Facebook](#), [LinkedIn](#) and [Twitter](#), [@tmcnet](#).

### About Crossfire Media

Crossfire Media is an integrated marketing company with a core focus on future trends in technology. We service communities of interest with conferences, tradeshow, webinars, and newsletters. Crossfire Media has a partnership with Technology Marketing Corporation (TMC) to produce events and websites related to disruptive technologies. Crossfire Media is a division of Crossfire Consulting, a full-service Information Technology company based in New York.

# # #

**For more information, contact:**

Michelle Connolly

**TMC**

+1.203.852.6800, ext.262

[mconnolly@tmcnet.com](mailto:mconnolly@tmcnet.com)

Journalists, bloggers & research analysts

**Syniverse**

Kevin Petschow

[kevin.petschow@syniverse.com](mailto:kevin.petschow@syniverse.com)

+1.813.637.5084

Institutional investors

**Syniverse**

Stanley Martinez

[ir@syniverse.com](mailto:ir@syniverse.com)

+1.813.614.1070