

For Immediate Release

Syniverse to Unveil Data on the Relationship between Consumers, Brands and Mobile Operators at Mobile World Congress 2016

Onsite events include on-stage presentation from Chief Marketing Officer

TAMPA, Fla. – Feb. 19, 2015 – [Syniverse](#) today announced that its presence at Mobile World Congress 2016 will be highlighted by the release of new data that details the evolving relationship between consumers, brands and mobile operators. Additionally, Chief Marketing Officer Mary will be speaking on stage, and the company will be supporting the deployment of an onsite Wi-Fi network at the event venue.

Syniverse's presence at the conference will commence with an announcement of the results of a new multinational, multi-industry primary research study that identifies how consumers view their relationship with brands and mobile operators. The study highlights the critical findings that determine how mobile operators and brands can drive personalized experiences by building trust with consumers.

Chief Marketing Officer [Mary Clark](#) will lead Syniverse's presence at Mobile World Congress as a part of the "[Brands Go Mobile First](#)," session where she will co-present with MediaLink before joining executives from Google, Facebook and Aquato for a panel discussion. The panelists will address how operators and brands can benefit from leveraging contextual data, big data, predictive analytics, mobile data and location technology.

Additionally, for the second consecutive year, Syniverse will co-sponsor the conference's Next Generation Hotspot and Wi-Fi Certified Passpoint network. Led by the Wireless Broadband Alliance and the GSMA, this initiative will allow Mobile World Congress attendees from participating mobile operators to automatically connect to the [public Wi-Fi network at the Fira Gran Via venue](#). Syniverse, as a member of the Wireless Broadband Alliance and in conjunction with more than 30 mobile operators and several other technology partners, will help automatically authenticate mobile devices at the conference to enable attendees to have seamless network access.

Syniverse will use its social media channels to provide regular updates about its activities at Mobile World Congress. Attendees and non-attendees alike can stay up to date on Syniverse's involvement at the conference by following [Syniverse on Twitter](#), [LinkedIn](#) and [Facebook](#), and by reading [Syniverse's blog](#).

About Syniverse

Syniverse is the leading global transaction processor that connects more than 1,500 mobile service providers, enterprises, ISPs and OTTs in nearly 200 countries and territories, enabling seamless mobile communications across disparate and rapidly evolving networks, devices and applications. We deliver innovative cloud-based solutions that facilitate superior end-user experiences through always-on services and real-time engagement. For more than 25 years, Syniverse has been simplifying complexity to deliver the promise of mobility – a simple, interoperable experience, anytime, anywhere. For more information, visit www.syniverse.com, follow [Syniverse on Twitter](#) or connect with [Syniverse on Facebook](#).

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