

Synchronica PLC
14 August 2006

Synchronica plc appoints new Chief Technical Officer

London, 14 August 2006 - Synchronica, an international developer and provider of mobile device management and synchronisation solutions, has announced the appointment of Kim Hartlev, as Chief Technical Officer. Hartlev has a strong track record in the mobile device management industry, following six years' experience at Mobilethink in Denmark, a specialist in over the air ("OTA") mobile device configuration solutions.

As CTO, Hartlev was heavily involved in defining Mobilethink's strategy and was the key architect of Mobilethink's OTA protocol and mobile device management (MDM) platform design, as well as engineering the hardware architecture of the hosted solution. He is active in the Open Mobile Alliance ("OMA"), GSMA and OTAFF industry organisations.

Mr Hartlev was attracted to the position owing to Synchronica's success in developing and deploying mobile synchronisation, MDM and OTA configuration technology based on open industry standards. He is keen to build on his expertise and extend this to Synchronica's SyncML based technology.

Mr Hartlev holds a BSc in Engineering from the Aarhus Engineering College, Denmark. His appointment follows closely on the appointment on Sascha Beyer, Synchronica CSO and Joe Gmeinwieser, COO of Synchronica. Commenting on this latest appointment Carsten Brinkschulte, CEO of Synchronica said: "We are delighted to have attracted such a strong proponent of the OMA to Synchronica. Kim Hartlev is a welcome addition to the team as we seek to add to our success in the deployment of mobile email, MDM and OTA solutions based on open industry standards. He has already demonstrated his commitment by relocating with his family to the UK and by purchasing 350,000 shares in Synchronica at a price of 13.5p on 9 August 2006."

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About Synchronica

Synchronica develops and markets synchronization and device management solutions for mobile operators, device manufacturers, and enterprises. Its product portfolio ranges from data synchronization (DS) to device management (DM) and firmware update over-the-air (FOTA). Synchronica has a strong track record in the SyncML space. Products include the world's first SyncML DM server in a carrier-grade environment and SyncML Gateway, which enables seamless synchronization of corporate data. Its latest offering, Mobile Manager, provides companies with a robust mobile device management solution for Windows Mobile-based devices.

Headquartered in the UK with offices in Berlin and Washington D.C. Synchronica plc is a public company quoted on AIM, a market operated by the London Stock Exchange. More information is available at www.synchronica.com

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