



Subject: Product End of Life (EOL) Statement for BirdDog Eyes PF120, P100, P110, P120, P200, P240, P400, P4K, A200, A300.

Dear valued BirdDog customer,

We wish to inform you that the following cameras have reached their End of Life (EOL) stage. BirdDog Eyes PF120, P100, P110, P120, P200, P240, P4K, P400, A200 and A300.

As of the 15th April 2024, we will cease production and distribution of these products. This decision comes after careful consideration of market trends, technological advancements, and our commitment to delivering cutting-edge solutions.

Despite this announcement, we want to assure you that our support for the BirdDog Eyes range of cameras will not abruptly end. We will make best endeavours to provide ongoing software updates and support until an End of Support (EOS) date is formally announced.

To review our EOL policy, please refer to the following link: **birddog.tv/eol-notice**

FAQ

1. What does End of Life (EOL) mean for BirdDog's products?
 - a. EOL signifies the end of active sales and regular updates for a particular product. It marks the likely cessation of new features from BirdDog. Although we will continue to provide support until an official End of Support (EOS) announcement is made.
2. How long will BirdDog continue to support its products after reaching EOL?
 - b. BirdDog will provide customer service until an End of Support (EOS) statement is issued, affording users ample time to transition to next-generation solutions.
3. What should customers do when a product reaches EOL?
 - c. BirdDog is happy to provide guidance or assistance during this transition period.
4. Can customers request custom support or updates after EOL?
 - d. Custom support options may be available upon request, subject to feasibility and associated costs. However, BirdDog recommends upgrading to currently available products for optimal performance and security.
5. How does BirdDog communicate EOL information to its customers?
 - e. BirdDog will issue statements through various channels, including email notifications, website announcements, and direct communication with key stakeholders.

We understand that this announcement may raise questions or concerns. Please rest assured that our customer support team is available to address any inquiries you may have regarding the EOL process, warranty support, or any other related matters.

We sincerely appreciate your support and loyalty to the BirdDog brand. We remain committed to delivering innovative solutions that meet your evolving needs.

Best regards,
The BirdDog team.