



26 March 2026

Dear valued BirdDog employee

**PRODUCT END OF LIFE (EOL) NOTIFICATION FOR MINI, FLEX, AND WALLPLATES:
Mini, Flex IN, Flex OUT, Flex Backpack, WallPlate IN & WallPlate OUT**

We wish to inform you that the following products are approaching their End of Life (EOL) stage:

- * BirdDog Mini
- * BirdDog Flex IN
- * BirdDog Flex OUT
- * BirdDog Flex Backpack
- * WallPlate IN
- * WallPlate OUT

We are unable to continue production of these products on an ongoing basis due to chip supply chain challenges beyond our control. As a result, we will continue to sell these products until current stock is depleted, along with a limited one-time manufacturing run scheduled for February 2025.

What You Need to Know

- **Stock Availability:** Products will be available for general purchase until existing inventory levels run out - we will keep you updated on remaining stock allocations.
- **Limited one-time manufacturing run:** BirdDog still holds limited amounts of components for the MINI, FLEX, and WallPlate families and can manufacture limited amounts on a first-come, first-served basis. Any orders for these goods must be fully committed with a purchase order raised to qualify for stock allocation. All orders for this one-time manufacturing run must be placed by **Friday, 14 February 2025**. Please speak with your local BirdDog Representative ASAP for any requirements.
- **Final Orders:** Please reach out to your local BirdDog Representative to discuss final orders and ensure you can secure your requirements of our residual stock.

Looking Forward

As we move forward, BirdDog is focused on developing the next generation of solutions that will better serve the evolving needs of our customers and the expanding landscape of video formats. We are committed to ensuring full compatibility across our entire product ecosystem, enabling our customers to seamlessly integrate and use all of our products together.



Recommended Product Transitions

- **For MINI:** We recommend transitioning to **4K HDMI**, offering enhanced 4K60 performance and supporting 2 channels of both encoding and decoding.
- **For FLEX OUT and WallPlate OUT:** We recommend transitioning to **PLAY or PLAY PRO**, which delivers similar performance but with additional features and full compatibility with both our legacy and next-gen cameras.
- **For Flex IN, Flex Backpack and WallPlate IN:** We recommend transitioning to **4K HDMI**, offering enhanced 4K60 performance and supporting 2 channels of both encoding and decoding.
- **Existing Project Registrations:** If you have already registered a project (on or before 28th January, 2025) with BirdDog which involves any affected products, we will honour any agreed pricing and provide a recommended replacement product (for example, if a FLEX IN was specified, we will provide, at our discretion either a 4K HDMI, or suitable future product for the agreed pricing).

As part of BirdDog's ongoing product development, we anticipate announcing further converter products in the near future which will enhance functionality and provide more direct feature replacement for the MINI, FLEX, and WallPlate families. As such, we encourage you to communicate with the BirdDog Commercial and Management team for any medium to long-term project requirements.

Further to this announcement, we do want to assure you that our support for these EOL converters will not end. We will of course - on a best endeavours basis - provide ongoing software updates and support until an End of Support (EOS) date is formally announced.

FAQ - please refer to the following page.



FAQ

1. What does End of Life (EOL) mean for BirdDog's products?
EOL signifies the end of active sales and regular updates for a particular product, marking the probable cessation of new features from BirdDog. BirdDog 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?
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?
BirdDog is happy to provide guidance or assistance during this transition period.
4. Can customers request custom support or updates after EOL?
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?
BirdDog will issue statements through various channels, including email notifications, website announcements, applicable social media and/or direct communication.

We understand that this announcement may raise questions or concerns. Please be assured that our customer support team is available to address any inquiries you may have in relation to 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.