



6 June 2025

Dear valued BirdDog customer,

**PRODUCT END OF LIFE (EOL) NOTIFICATION FOR FLEX AND WALLPLATES:  
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 Flex IN
- \* BirdDog Flex OUT
- \* BirdDog 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 stocks are depleted.

**What You Need to Know**

- **Stock Availability:** Products will be available for general purchase until existing dealer inventory levels run out
- **End of New Feature Development:** June 6th, 2025
  - No further feature enhancements will be provided after this date
- **End of Software Support:** May 31st, 2026
  - No further firmware updates will be provided after this date
- **End of Technical Support:** December 31<sup>st</sup>, 2027
- **Warranty:** All existing warranties will remain valid for the duration of their term

**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 FLEX OUT and WallPlate OUT:** We recommend transitioning to **PLAY** or **4K HDMI**, which delivers similar performance but with additional features and full compatibility with both our legacy and next-gen cameras.
- **For Flex IN and WallPlate IN:** We recommend transitioning to **4K HDMI**, offering enhanced 4K60 performance and supporting full NDI and NDI HX

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 FLEX and WallPlate families.

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 quality of life software updates and support until an End of Support (EOS) date is formally announced

We thank our customers for their support of the BirdDog Flex series and look forward to continuing to serve you with innovative solutions for your video production needs.

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 may 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.