



# Ampro Product Life-Cycle Policy

## Product Life Expectancy Objective

By their very nature, PC-compatible technologies continually evolve at an extremely rapid rate. Currently, PC chipset lifetimes are typically just 12 to 18 months. In order to support the requirements of manufacturers seeking to use PC-compatible technology within their embedded system products, Ampro is committed to the goal of providing five-year product life expectancies, from new product release through final shipments at end-of-life (EOL).

The product life-cycle generally consists of two phases:

- *Active promotion phase* — the initial two to three year period of the product's life-cycle, during which the product is actively promoted for new designs.
- *Continued availability phase* — a two to three year period during which the product is intended for use in existing designs only. A mature product generally enters this phase when a newer technology alternate product is introduced and begins to be promoted for new designs. During this phase, orders for the product may be subject to extended lead times.

To achieve this five-year product life cycle objective, Ampro invests considerable resources in tracking and warehousing critical components, implementing "form-fit-function-compatible" product redesigns when components become obsolete, and negotiating extended component availability with component suppliers. An important part of this program is Ampro's highly proactive Supplier Partnership Team consisting of key Ampro management, that meets periodically with critical component suppliers to maintain strong strategic relationships and maximize Ampro's visibility regarding pending component obsolescences.

## Product Change Notification

From time to time during a product's life-cycle, there may be product modifications via engineering change orders (ECOs) to implement component changes which correct deficiencies, reduce costs, upgrade performance, or substitute alternate components for ones that have become obsolete. In a case when "form, fit, or function" is impacted, Ampro's policy is to notify OEM customers of the pending ECO at least sixty days prior to its implementation in production shipments, except when the ECO is required in order to continue production of the product. When possible, customers are also offered the option to order additional units without the ECO, for delivery within six months following implementation of the ECO.

## Product Discontinuation Notification

Ampro's standard policy is to notify customers of pending product end-of-life (EOL) events at least twelve months prior to final product shipments. At the time of EOL announcement, orders for the product will normally be accepted for a period of six months, with deliveries scheduled over an additional six months. This constitutes the final year of the product's life-cycle.

Ampro's policy to provide twelve months notice regarding pending product EOL, will occasionally be frustrated due to unexpected chip discontinuations by manufacturers of critical components. In cases when it is not possible to provide the intended twelve months of EOL notification, Ampro will either: modify the impacted product's design so that the product can continue to be produced; recommend the substitution of an alternate Ampro product with equivalent or greater functionality; refer the customer to a third-party supplier of an alternate product having equivalent or greater functionality.