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# Product Longevity Policy

## Tianma

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## **Product Longevity Policy**

**Dear Valued Customer,**

We sincerely appreciate your support of Tianma (Tianma Micro-Electronics Co., Ltd) industrial TFT-LCD display and we are proud to be part of your successful business. I am writing this letter to address your concerns regarding product longevity either TM product line or NL product line. Indeed recent market status make all the display manufacture difficult to keep stable supply, however, Tianma does not have any intention to announce large scale EOL(End of life) or shut down any factories. Moreover, to enhance further stability, Tianma has been taking actions with below policies.

- ✓ Mutual back up manufacturing support between our China factory and Japan factory.
- ✓ Multi-vendor management for key components. (eg. Japanese and Chinese suppliers)
- ✓ Even if facing EOL of key-components, our primary policy is to apply 2<sup>nd</sup> source to keep product long. This may lead to minor changes or in some cases part number change. Any changes will be communicated through a PCN (Product Change Notice) procedure.
- ✓ In case our standard product is not avoidable EOL, our policy is to develop success model with similar or upper compatible specification to have customer smooth replacement.

We have been dedicating industrial display market more than 20 years and we do recognize the importance of stable supply and its longevity support. Hopefully this letter will give you “peace-of-mind” on longevity when you apply our industrial product.

Thank you, again considering Tianma products, If you have any further questions, please kindly contact to your sales window.

Best Regards,



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Deputy Director, Industrial Product Center  
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Tianma Micro-Electronics Co., Ltd.

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