

## End-of-Sale and End-of-Life Announcement for the Cisco Digital Media Player 4310G (Pre-release Model)

EOL7600

Cisco announces the end-of-sale and end-of-life dates for the Cisco Digital Media Player 4310G (Pre-release Model). The last day to order the affected product(s) is November 16, 2011. Customers with active service contracts will continue to receive support from the Cisco Technical Assistance Center (TAC) as shown in Table 1 of the EoL bulletin. Table 1 describes the end-of-life milestones, definitions, and dates for the affected product(s). Table 2 lists the product part numbers affected by this announcement. For customers with active and paid service and support contracts, support will be available until the termination date of the contract, even if this date exceeds the Last Date of Support shown in Table 1.

**Table 1.** End-of-Life Milestones and Dates for the Cisco Digital Media Player 4310G (Pre-release Model)

Milestone	Definition	Date
<b>End-of-Life Announcement Date</b>	The date the document that announces the end-of-sale and end-of-life of a product is distributed to the general public.	May 18, 2011
<b>End-of-Sale Date</b>	The last date to order the product through Cisco point-of-sale mechanisms. The product is no longer for sale after this date.	November 16, 2011
<b>Last Ship Date: HW, OS SW</b>	The last-possible ship date that can be requested of Cisco and/or its contract manufacturers. Actual ship date is dependent on lead time.	February 14, 2012
<b>End of SW Maintenance Releases Date: HW, OS SW</b>	The last date that Cisco Engineering may release any final software maintenance releases or bug fixes. After this date, Cisco Engineering will no longer develop, repair, maintain, or test the product software.	November 15, 2012
<b>End of Routine Failure Analysis Date: HW</b>	The last-possible date a routine failure analysis may be performed to determine the cause of hardware product failure or defect.	November 15, 2012
<b>End of New Service Attachment Date: HW, OS SW</b>	For equipment and software that is not covered by a service-and-support contract, this is the last date to order a new service-and-support contract or add the equipment and/or software to an existing service-and-support contract.	November 15, 2012
<b>End of Service Contract Renewal Date: HW, OS SW</b>	The last date to extend or renew a service contract for the product.	February 11, 2016
<b>Last Date of Support: HW</b>	The last date to receive service and support for the product. After this date, all support services for the product are unavailable, and the product becomes obsolete.	November 30, 2016

HW = Hardware      OS SW = Operating System Software      App. SW = Application Software

**Table 2.** Product Part Numbers Affected by This Announcement

End-of-Sale Product Part Number	Product Description	Replacement Product Part Number	Replacement Product Description	Additional Information
DMP-4310G-SE-K9	Digital Media Player 4310G HW, 32GB SD Card, Acc. Kit	DMP-4310G-52-K9	DMP 4310G 32GB SD Card, Acc. Kit, HW	-
DMP-4310G-SE-K9=	Digital Media Player 4310G HW, 32GB SD Card, Acc. Kit, Spare	DMP-4310G-52-K9=	DMP 4310G 32GB SD Card, Acc. Kit, HW Spare	-
DMP-SW-SE-K9	Digital Media Player VSE Perptl. SW Lic.	There is currently no replacement product available for this product.	-	-
DMP-SW-SE-K9=	Digital Media Player VSE Perptl. SW Lic., Spare	There is currently no replacement product available for this product.	-	-

## Product Migration Options

Customers are encouraged to migrate to the Cisco Digital Media Player 4310G. Information about this product can be found at: <http://www.cisco.com/en/US/products/ps7220/index.html>.

Customers can use the Cisco Technology Migration Program (TMP) to trade-in products and receive credit toward the purchase of new Cisco equipment. For more information about Cisco TMP, customers should work with their Cisco Partner or Cisco account team. Cisco Partners can find additional TMP information on Partner Central at <http://www.cisco.com/web/partners/pr11/incentive/tmp/index.html>.

Customers may be able to continue to purchase the Cisco Digital Media Player 4310G (Pre-release Model) through the Cisco Certified Refurbished Equipment program. Refurbished units may be available in limited supply for sale in certain countries on a first-come, first-served basis until the Last Date of Support has been reached. For information about the Cisco Certified Refurbished Equipment program, go to: <http://www.cisco.com/go/eos>.

Service prices for Cisco products are subject to change after the product End-of-Sale date.

The Cisco Takeback and Recycle program helps businesses dispose properly of surplus products that have reached their end of useful life. The program is open to all business users of Cisco equipment and its associated brands and subsidiaries. For more information, go to:

[http://www.cisco.com/web/about/ac227/ac228/ac231/about\\_cisco\\_takeback\\_recycling.html](http://www.cisco.com/web/about/ac227/ac228/ac231/about_cisco_takeback_recycling.html).

## For More Information

For more information about the Cisco Digital Media Player 4310G, visit <http://www.cisco.com/en/US/products/ps7220/index.html>, or contact your local account representative.

For more information about the Cisco End-of-Life Policy, go to: [http://www.cisco.com/en/US/products/products\\_end-of-life\\_policy.html](http://www.cisco.com/en/US/products/products_end-of-life_policy.html).

To subscribe to receive end-of-life/end-of-sale information, go to: <http://www.cisco.com/cisco/support/notifications.html>.

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