

End-of-Sale and End-of-Life Announcement for the Cisco Digital Media Manager 5.3

EOL8539—Amended

Cisco announces the end-of-sale and end-of life dates for the Cisco Digital Media Manager 5.3. The last day to order the affected product(s) is April 5, 2013. 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 under the terms and conditions of customers' service contract.

Table 1. End-of-Life Milestones and Dates for the Cisco Digital Media Manager 5.3

Milestone	Definition	Date
End-of-Life Announcement Date	The date the document that announces the end of sale and end of life of a product is distributed to the general public.	October 5, 2012
End-of-Sale Date	The last date to order the product through Cisco point-of-sale mechanisms. The product is no longer for sale after this date.	April 5, 2013
Last Ship Date: App. SW	The last-possible ship date that can be requested of Cisco and/or its contract manufacturers. Actual ship date is dependent on lead time.	July 4, 2013
End of SW Maintenance Releases Date: App. SW	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.	April 5, 2014
End of New Service Attachment Date: App. SW	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.	April 5, 2014
End of Service Contract Renewal Date: App. SW	The last date to extend or renew a service contract for the product.	July 2, 2015
Last Date of Support: App. SW	The last date to receive applicable service and support for the product as entitled by active service contracts or by warranty terms and conditions. After this date, all support services for the product are unavailable, and the product becomes obsolete.	April 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
DMM-53-K9-CPW	Digital Media Mgr NFR V5.3 Perptl. SW Lic. - For CUWP only	See the Product Migration Options section below for detailed information on replacing this product.		
DMM-53-K9-CPW=	Digital Media Mgr NFR V5.3 Perptl. SW Lic.-For CUWP only,sp	See the Product Migration Options section below for detailed information on replacing this product.		
DMM-BASE-53-K9	Digital Media Mgr Base V5.3 Perptl SW	See the Product Migration Options section below for detailed information on replacing this product.		
DMM-CAST53-K9	Digital Media Mgr Cast Module V5.3 Perptl. SW Lic.	See the Product Migration Options section below for detailed information on replacing this product.		
DMM-CAST53-K9=	Digital Media Mgr Cast Module V5.3 Perptl. SW Lic.	DMM-CAST54-K9=	Digital Media Mgr Cast Module V5.4 Perptl. SW Lic.	—
DMM-FASW-53-K9	DMS Digital Media Manager Failover Server V5.3, SW	See the Product Migration Options section below for detailed information on replacing this product.		
DMM-SIGNSM53-K9	DMM Digital Signs Module V5.3 Perptl. SW Lic.	See the Product Migration Options section below for detailed information on replacing this product.		
DMM-SIGNSM53-K9=	DMM Digital Signs Module V5.3 Perptl. SW Lic, Spare	See the Product Migration Options section below for detailed information on replacing this product.		
DMM-SNMP53-K9	DMM SNMP Module V5.3 Perptl. SW Lic.	See the Product Migration Options section below for detailed information on replacing this product.		
DMM-SNMP53-K9=	DMM SNMP Module V5.3 Perptl. SW Lic.	DMM-SNMP54-K9=	DMM SNMP Module V5.4 Perptl. SW Lic.	—

Product Migration Options

Current customers are encouraged to upgrade to the Cisco Digital Media Manager 5.4. Information about this product can be found at: <http://www.cisco.com/en/US/products/ps6681/index.html>.

Customers may be able to use the Cisco Technology Migration Program (TMP) where applicable to trade-in eligible 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/incentives_and_promotions/tmp.html

Customers may be able to continue to purchase the Cisco Digital Media Manager 5.3 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: 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

For More Information

For more information about the Cisco Digital Media Manager 5.4, visit

<http://www.cisco.com/en/US/products/ps6681/index.html>, or contact your local account representative.

To request information about the Cisco Digital Media Manager 5.4, send an e-mail to cs-dms@cisco.com.

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

For more information about the Cisco Product Warranties, go to:

http://www.cisco.com/en/US/products/prod_warranties_listing.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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