



Feb 15, 2010

## PRODUCT CHANGE NOTICE

*Product:* **All Panavision Image Sensors**

Consistent with JEDEC Standard No. 46-B, this letter is to inform you that Panavision Imaging, LLC (PVI), is in the process of completing a product name change regarding all the Image Sensors. This change is being implemented in accordance with the PVI Engineering Change Order process to ensure product quality and consistence. The change involves to add "PVIM-" in front of all of our existing and future image sensor product names. PVI's intention is to make this necessary change to best accommodate our new manufacturing resource process and management system. This change is expected to be transparent to you, our valued customer, as no change is expected to the form, fit, or function of these sensors. These changes are effective immediately.

If PVI can be of any further assistance with this matter, please contact our sales support representative at [sales-PVI@panavision.com](mailto:sales-PVI@panavision.com) or our sales office at ((+01)-(607)-749-2000. Thank you for using Panavision Imaging products.

Sincerely,

Jim Tan  
VP of Worldwide Sales and Marketing  
Panavision Imaging, LLC