



Maxim Integrated Products International Ltd.
Beaver House
Beech Hill Office Campus
Clonskeagh
Dublin 4
Ireland

Dear Sensor Dynamics Customer,

By now you are no doubt aware that Sensor Dynamics has been acquired by Maxim Integrated Products (MXIM) of Sunnyvale California, a world leader in analogue and mixed signal technology.

This acquisition is hugely beneficial to our customers as it enables Sensor Dynamics to focus on its core strength in sensor and MEMS engineering, while leveraging Maxim's considerable global strength in distribution and sales infrastructure as well as its world-class manufacturing capability and application engineering.

Sensor Dynamic's MEMS and sensor products are currently specialized for automotive and industrial applications; however, following this new relationship with Maxim, opportunities will follow for increased penetration in more diverse sectors whilst still retaining leadership in existing markets.

Since the acquisition was announced in late July, a task team drawn from both Maxim and Sensor Dynamics have been working to consolidate products and processes into a cohesive and efficient structure. All system, process and organisation integration tasks will complete on January 28th 2012.

This letter is an important update on this work. It describes some changes in business process and also highlights existing processes that will remain unchanged in the immediate future. More importantly it is also a formal notification of our decisions regarding the products that will be discontinued as part of the integration efforts. These products are listed in Appendix 1, with an accompanying explanation of our decision-making considerations. Please ensure that this letter is circulated to your design teams and end customers as appropriate.

Registered in Ireland, number 475898
VAT number 9731513L

Registered address:
25/ 28 North Wall Quay
Dublin 1
Ireland

Directors: C. Greaves (Ireland), P. McCambridge (Ireland), E. Medlin (USA)

Items and Processes and that will NOT change as part of the integration.

- Fab Locations and associated processes.
- Sort, Assembly, Test and Tape and Reel Vendors
- Raw Material Sets
- Box, Tube, Tray and Reel Quantities per Package
- Commercial terms and conditions on existing purchase orders.

Items and Processes that WILL or MAY be subject to change during the integration.

- Shipping Labels will change to standard Maxim format.
- Box labels will change to standard Maxim format.
- Commercial and other documentation will carry Maxim brand and identifiers.
- Existing orders are transferred to Maxim and new orders placed on Maxim from now.
- Your customer support will be handled by Maxim regional teams from January 29th 2012. Existing Sensor Dynamics customer support remains in place until that date.
- Our team will work closely with your procurement organisation to effect this change in a structured manner in the lead up to this date.

Unless specifically agreed otherwise, all new orders placed from 28th January 2012 will be subject to Maxim's terms and conditions unless agreed otherwise in the interim period. These can be viewed at our corporate website, <http://www.maxim ic.com/legal/terms/index.cfm>

Any questions arising from the letter or indeed any other aspect of this hugely significant acquisition can be addressed to Colm.Greaves@Maxim-ic.com or Paul.Fleming@maxim-ic.com.

Your continued support during this exciting transition is vital to us. Our primary focus is to ensure that this transition is low impact to our customers in the short term and high of value once the considerable strengths of Maxim and Sensor Dynamics are fully consolidated.

Yours Faithfully,

Colm Greaves
Director, Customer Operations
Maxim EMEA.

Appendix 1

Product Notification

Following the acquisition of SensorDynamics by Maxim Integrated Products (MXIM) in July 2011 Maxim has performed a detailed review and analysis of the SensorDynamics product portfolio.

Integral factors of this review were Quality, Reliability, Manufacturability and Financial Viability. As a world-class supplier of semiconductors since 1983, Maxim demands that all of these factors are fulfilled according to our proven high standards.

It is our commitment to you, our customer that we will ensure, without compromise that all our products fulfil all appropriate quality requirements and certifications, are reliable over their full lifetime and can be supplied to customers without any disruptions to our established norms. This is what our customers expect from Maxim and this is what we will deliver.

The results of the review have produced a list of parts that do not fulfil one or more of the above-mentioned factors. To conform to Maxim’s standards and to protect our customers we have no choice but to discontinue these SensorDynamics products.

The following standard products will be discontinued effective immediately; no more parts can be supplied:

SD705	SD740	SD755	SD759
SD706	SD742	SD757	SD796
SD721	SD746	SD758	SD330
SD332	SD411	SD412	

We at Maxim are fully aware that these discontinuances will cause disruptions to development projects for some customers and we assure you we have not made this decision without sympathetic consideration of this fact. The review and analysis have been exhaustive and every possibility to continue a product was explored before the final decision was made. We hope that, despite the problems this may cause, you understand that Maxim is acting in its customer’s best interest and it is an essential step in the integration of SensorDynamics products into Maxim’s product portfolio.

The Maxim development teams are working on next generation products to fill the gap of the discontinued products and we are hoping to be able to support you and your projects with these parts in future times.