

MARKETING UPDATE

NO: CR-101
DATE: May 2011

PRODUCT: MBR, MKW and MVF Series Card Readers
TYPE: Product Discontinuation

Omron Discontinues Card Reader Models Effective August 29, 2011

Omron will discontinue several models within the MBR, MKW and MVF series of motorized card readers due to reduced demand and vendor discontinuation of parts used to manufacture the card readers.

All 'last time buy' orders for the following models must be entered by August 29, 2011.

Series Name	Description (Part Number)	Internal PIM Number
MBR	3S4YR-MBR1	5947065-0
	3S4YR-MBR1D	5947010-2
	3S4YR-MBR4	5947066-8
	3S4YR-MBR4D	5947011-0
MKW	3S4YR-MKW1PC-01	3905335-1
	3S4YR-MKW1PCH	7539157-3
	3S4YR-MKW1PCH-001	4964513-3
	3S4YR-MKW4PC-01	3905336-0
MVF	3S4YR-MVFW1JD-051	3912037-7
	3S4YR-MVFW1JD-051S	3912175-6
	3S4YR-MVFW1JD-074	3912175-6

MBR



MKW



MVF



- Final shipment of the above card readers, from our factory, will occur by March 31, 2011, if ordered by the 'last time buy' date.
- Maintenance parts for these models will be available for a period of 5+ years, through to March 31, 2016.
- We will attempt to give advance notice of discontinuation of any maintenance parts prior to this date, should any vendor limit availability before then.
- For new designs, consider the V2XF, V2XU and V2BF series of motorized card readers.

**** Sales teams should communicate this change with their OEM's and CEM's promptly. For further technical support and any questions, please communicate with Product Marketing.**