

**Title of Notification:** SIMx43 Families End of Life Notification

**Type of Notification:** End of Life/Last Time Buy

**Updated:**

**Affected Areas:** SIMx43 Families (SIM243, SIM543)

**Original Notification Date:** n/a

**Supersedes:**

**SHIP Version Required** n/a

**Superseded by:**

**Scope:**

Lifecycle	LCD	Power	BOM	Design	PCB	Mechanical	Software
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Serious Internal Issue Number(s):**

**Summary:**

The SIMx43 family of products is going End of Life (EOL) in 2021, including the SIM243 and SIM543 families.

Non-cancellable/Non-returnable (NCNR) last time buy orders must be received no later than **February 28<sup>th</sup>, 2021** with last shipments on or before **December 31, 2021**.

Given the extreme shortages of materials in 2021 as well as significantly increased costs, customers should expect lead times in the 20-30 week range with prices approximately 10-15% higher than 2020.

**Affected Products\***

Family	LCD Option(s)	Variant(s)	Version(s)	PCB Revision(s)	Serial Number(s)
SIM243	All	All	All	All	All within Version scope
SIM543	All	All	All	All	All within Version scope

*\*See Identifying Affected Products (below) for more information.*

**Replacement Products**

There are no drop-in replacement products for the SIMx43 family, however the SIMx52 and SIMx51 families offer higher performance in a more modern design at similar price points with the similar or improved LCD options.

[Contact Serious](#) for guidance on upgrading from the SIM243 to the appropriate SIM25x product, and from the SIM543 to the appropriate SIM55x product.

## Changelog

PCN Revision	Release Date	Changes
01	17 Jan 2021	Initial/published

## Identifying Affected Products:

Affected products can be identified in the following ways:

- PCB silk screen with product and version number
- PCB silk screen of PCB revision
- Through the product serial number, which encodes the product identification and version, and can be accessed:
  - at runtime by OEM custom software as described in the product's Technical Reference Manual (TRM),
  - at runtime in SHIP GUIs,
  - using SHIPTide, and,
  - from an attached controller using the SHIPBridge protocol.
- The Manufacturing ID (MID) 2D matrix barcode on all SIMs can be submitted to Serious for determination.

## For Further Information

[Contact Serious.](#)

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