



深圳市玩视科技股份有限公司
SHENZHEN HDCVT TECHNOLOGY CO., LTD

Official Notice of Product Price Adjustment

Dear Valued Customers,

We sincerely appreciate your long-term trust, support and continuous cooperation with our company.

Due to ongoing volatility in the global electronic components supply chain, the prices of key materials—including chips, DDR, FLASH, eMMC, PCBs, power components, and passive components—have continued to increase, resulting in a significant rise in our manufacturing and operating costs.

Over the past period, we have made every effort to absorb these additional costs through supply chain optimization and internal cost control while maintaining stable pricing. However, the continued increase in the cost of key materials has exceeded what we can sustainably absorb. To ensure consistent product quality, reliable supply, and the long-term success of our partnership, we will implement a reasonable adjustment to the prices of certain products.

The price adjustment details are as follows:

1. Products without DDR/FLASH/eMMC Storage Chips

Effective **July 23, 2026**, the prices of all products in this category will be increased by **5%**.

2. Products with DDR/FLASH/eMMC Storage Chips(Including AV over IP, IP Controllers, Control Series Products, Scaler Products, and Dante Audio Series)

The prices of DDR, FLASH, and eMMC storage chips have increased significantly more than those of other electronic components, resulting in substantial cost increases for these products. Therefore, pricing will be evaluated individually based on each product's storage configuration and the actual increase in material costs. **The specific price adjustment for each product will be communicated and confirmed separately.**

This price adjustment is a necessary measure in response to the continued increase in material costs. We remain committed to optimizing our supply chain and controlling costs while continuing to provide our customers with reliable, high-quality products and services.

We will continue to closely monitor developments in the global electronic components market. Should the prices of chips and other key materials return to reasonable levels, we will promptly reassess our costs and adjust our pricing accordingly, enabling us to continue offering competitive products and services.

We sincerely appreciate your understanding and continued support, and we look forward to strengthening our long-term, mutually beneficial partnership.

Best regards,

Shenzhen HDCVT Technology Co., Ltd.

July 22, 2026

