

NEWS RELEASE

PR1007E

**SCHF Series from ALPS –
Conversion Adapter for microSD™ Cards***Robust thin-walled structure*

Duesseldorf, Germany, July 02, 2007 – ALPS ELECTRIC EUROPA GmbH has developed the SCHF series a miniSD™ card conversion adapter for microSD™ cards for use in mobile phones, digital cameras and other compact mobile devices and will commence mass production from June 2007.

Recently, there has been an increasing variety in the types and sizes of memory cards fitted into mobile phones and small-format personal audio devices. In mobile phones for example, if a customer wants to change to a newer model, there is the possibility that the size of the memory card in the new handset will differ from the current model. Thus there has been an increasing need for an adapter to enable data transfer between memory cards of different sizes.

The SCHF series is a connectible adapter that converts a micro SD™ card to the size of a miniSD™ card. To ensure safe handling of the memory card, the chassis uses a compound resin rather than a metal frame. The use of the compound resin prevents short circuits, even if a memory card of a different size to the adapter were to be mistakenly inserted. The robust structure is twist-resistant, accomplishing both greater safety and robustness.

Another valuable feature is the use of a half-lock structure, which prevents the inserted microSD™ card from falling out due to vibration or impact. The adapter's structure also prevents

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memory cards from being inserted incorrectly, thus enhancing its user appeal as a reliable and easy-to-use product.

These features make use of the technologies Alps has cultivated over several years for the thin-walled mold processing, simulation engineering techniques etc. Simulation engineering in particular provided a fluidity analysis of the compound resin, which enabled us to define a resin that would provide the optimum part structure and twist-resistance and to determine the optimum pressure for reliable contact with the terminals. Accelerated development is being promoted to improve the efficiency of the design.

Features

Development and mass production of miniSD™ card conversion adapter for microSD™ cards

- Product chassis uses resin; will not short out if an adapter is mistakenly inserted
- Achieves high twist-resistance
- Construction prevents memory card from falling out or being inserted incorrectly

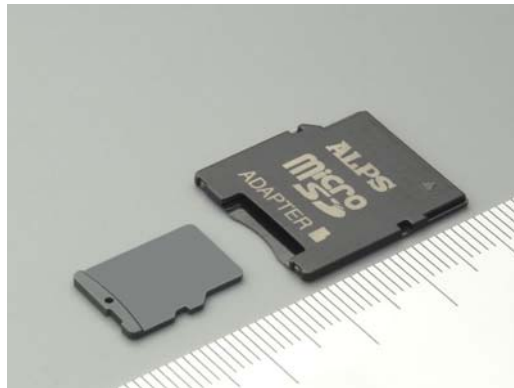
Specifications

Product name	SCHF series
Dimensions (W x D x H)	20.0mm x 21.5mm x 1.4mm
Applicable media	microSD™ card
Media ejection	Manual couple/decouple
Operating temperature range	-25 to 85 degrees C
Voltage proof	500V AC 1 minute
Insulation resistance (initial)	1,000 MΩ min
Contact resistance (initial)	100mΩ max.
Insertion and removal cycle	10,000 cycles

Note: miniSD™ and microSD™ are trademarks or registered trademarks of the SD Card Association

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ALPS Electric Co., Ltd.

Since its establishment in 1948 ALPS has grown as a comprehensive manufacturer of electronic components. At present ALPS is creating innovative high-value-added products in its main business segments – Components, Magnetic Devices, Communications, Peripheral Products, and Automotive Electronics – which are contributing to the advance of a digital society. ALPS is a global company that carries out its operations with 22 production bases in 9 countries as well as 57 sales bases in 14 countries. Consolidated net sales in the year ended March 31, 2005 amounted to YEN 644 billion.

ALPS ELECTRIC EUROPA GmbH, a subsidiary of ALPS Electric Co., Ltd., was established in 1979. Since 1989, the European Head Office has been located in Düsseldorf, where a team of specialists works in Sales, Marketing, and Product Engineering. The activities of our branch offices in Munich, Paris and Milton Keynes, our sales office in Milan and our European distribution work are co-ordinated from Düsseldorf. ALPS Nordic AB, a 100 percent subsidiary of ALPS ELECTRIC EUROPA GmbH, is based in Sweden and services the Scandinavian market.

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