

NEWS RELEASE

PR2307E

ALPS Develops Multi Control Device, Slide Operation Type Stick Switch with 8-Contacts and Center Push Function*SSAF Series Contributes to Simpler Set Product Design*

Duesseldorf, Germany, December 04, 2007 – ALPS ELECTRIC EUROPA GmbH has developed the SSAF series of multi control devices, with slide operation type stick switches (with 8-contacts and a center push function) for small portable devices such as mobile phones and handheld terminals.

In recent years, advances have been made in installing large-format displays in mobile phones, with an increasing number of handsets enabling users to browse Internet sites designed for access from computers. Unlike those for mobile phones, Web sites designed for browsing from computers contain information with numerous links that are hidden off the displayed screen. To view the whole page users need to press a button several times to move the screen or to select the linked URL. Thus, there have been demands for the introduction of a device that will enable mobile phone users to freely operate a cursor in the same way as a computer mouse, thereby making Internet browsing easier.

The SSAF series are multi control devices that combine an eight contact slide operation type switch with a centrally located push-switch function. With Alps Electric's proprietary sliding contact construction, which moves the operating part in various directions, the moving contacts will either make or break a circuit with any of the eight contacts, thus determining the direction of movement of the operating part. This enables free movement of the cursor on a mobile phone display.

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In addition, input instructions are read as the contacts are switched on and off, so no special integrated circuit (IC) or software is required. With these features, the SSAF series will not only contribute to simplifying the design of set products input structures, but also reduce component design work and costs.

Using existing multi-directional input devices mainly involves tilting the operating part. For the SSAF series, however, Alps Electric has adopted an operating part with a sliding structure and realized the industry's thinnest body for a multi control device with multi-directional detection (height without operating part: 1.4mm; height including operating part: 3.0mm). Accordingly, the SSAF Series is compatible with small portable devices such as mobile phones and handheld terminals.

Furthermore, covering the operating part with rubber has realized smooth handling, providing users with a comfortable operating feel.

Features

Development and mass production of multi control device, slide operation type stick switch (with 8-contacts and center push function) that contributes to simplified set product design

1. Operating part slides in various directions, enabling free cursor movement
2. By requiring no special IC or software, contributes to simplifying the design of set product input structures as well as reducing component design work and costs
3. Realizes the industry's thinnest body for a multi control device with multi-directional detection

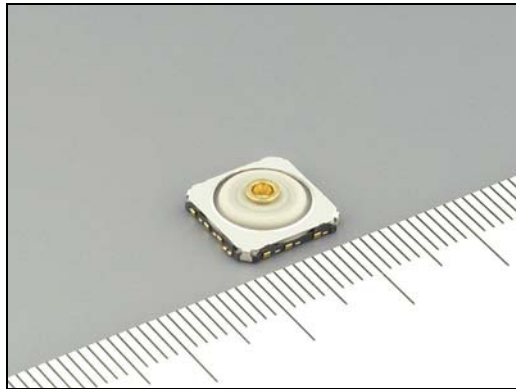
Principal Applications

Various small portable devices, including mobile phones and handheld terminals

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Specifications

Product name	SSAF series
Dimensions (W x D x H)	10.85mm x 10.85m x 3.00mm
Slide operating force	0.5N (+0.5/-0.35N)
Slide ON position	0.65mm (±0.25mm)
Push operating force	2.5N (+0.7/-0.5N)
Push ON position	0.2mm (±0.1mm)
Rating (max) (resistance load)	20mA 5V DC
Operating life	500,000 cycles



For more information on the SSAF series please visit
http://www3.alps.co.jp/npv_product/1128_SSAF/SSAF_E.PDF

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 23 production bases in 9 countries as well as 57 sales bases in 14 countries. Consolidated net sales in the year ended March 31, 2007 amounted to YEN 708 billion.

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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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