

NEWS RELEASE

PR1108E

ALPS Develops TACT Switch, Side-push Double-Action type “SKSE Series”*Compact Structure with Realistic Two-Step Clicking Feel*

Duesseldorf, Germany, September 11, 2008 – ALPS ELECTRIC has completed the development of a Sidepush[™], double-action TACT Switch[™] (SKSE series) for use as autofocus-enabled shutter switches in camera-equipped mobile phones and digital cameras. Sample shipments will commence from September 2008.

Recently, mobile phones are increasingly equipped with cameras with higher pixel counts. In step with this trend, many manufacturers are considering the development of camera-equipped mobile phones with autofocus functions like those on digital cameras.

Amid an accelerated shift toward enhanced functionality, including television program viewing functions, manufacturers are continuously pursuing the development of more compact, thinner mobile phones. Accordingly, components and parts used in mobile phones and other compact portable devices are increasingly required to be small and thin.

The SKSE series is a sidepush[™] type TACT Switch[™] that provides the “double-action” functions of autofocusing and shuttering with a two-step clicking feel. In addition to the switch’s compactness, a newly adopted mounting method, where the convex part of the switch is inserted into a concave part of a circuit board, has enabled a 1.1mm height of the switch after being mounted on a circuit board. This low-profile mounting will significantly contribute to the development of even thinner finished products.

Furthermore, the SKSE series TACT Switch™ has been designed so that the stem sticks out from the center of and in a direction orthogonal to the side of the circuit board to which the switch is mounted using the aforementioned mounting method. In this way, the pressure added to the stem is effectively conveyed to the side of the circuit board, which realizes improved mounting strength.

Often, buttons and other input controls on mobile phones and other compact devices are small. In enhancing the usability of such controls, realistic operational sensation plays a significant role. To make users feel realistic operations of the switch, the SKSE series delivers a distinct two-step clicking sensation to the finger. To achieve such a realistic sensation of the switch, ALPS developed a new leaf spring for the switch's contact mechanism, taking advantage of its quality engineering and 3D CAD technologies. This new leaf spring boasts a two-step stroke long enough to make the users feel a realistic operational feel, with the first step and the total travel being 0.15mm and 0.25mm, respectively. In addition, the leaf spring has a long lifespan of 100,000 cycles.

Features

Development of a sidepush, autofocus-enabled double-action TACT Switch

1. Mounted height minimized thanks to the compact structure and the newly adopted mounting method
2. New leaf spring developed for the contact mechanism to realize a distinct clicking sensation
3. Mounting strength enhanced due to the newly adopted mounting method
4. Long lifespan of 100,000 cycles achieved

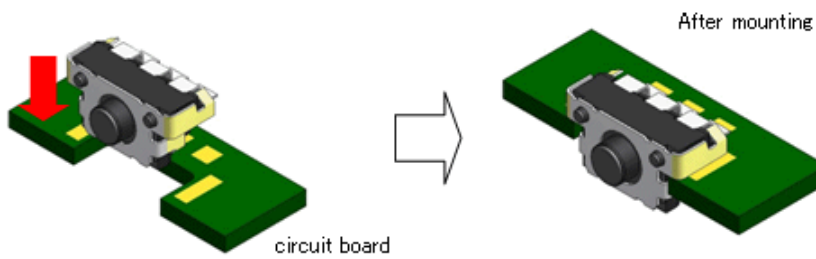
Principal Applications

Camera-equipped mobile phones, digital still cameras, digital video cameras and others

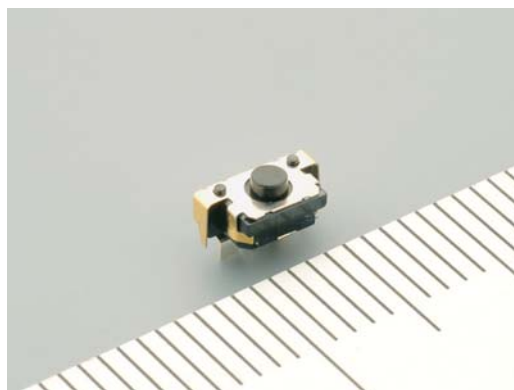
Specifications

Product name		SKSE series
Dimensions (W x D x H)		2.87mm x 5.90mm x 3.00mm
Max. rating		50mA 12V DC
Operating force	1st step	0.8N
	2nd step	1.8N
Travel	1st step	0.15mm
	Total	0.25mm
Lifespan		100,000 cycles
Initial contact resistance		500mΩ

For more information on the new the product please visit
http://www3.alps.com/e/npv_product/0825_SKSE/SKSE_E.PDF



Mounting example for the SKSE series switch on a circuit board



SKSE series

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, 2008 amounted to YEN 693 billion.

ALPS ELECTRIC EUROPE 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 EUROPE GmbH, is based in Sweden and services the Scandinavian market.

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