

**NEWS RELEASE**

PR1208E

**ALPS Develops SCDG Series 5-in-1 Connector***Five Types of Memory Card Compatible with One Slot*

Duesseldorf, Germany, September 17, 2008 – ALPS ELECTRIC has developed the SCDG Series 5-in-1 connector that enables five types of memory card to be used in one slot.

In recent years, memory cards featuring a diverse array of specifications have become commonplace as recording media for digital cameras, notebook PCs and other devices. However, because the shape and terminal position of each memory card differs, handling memory card data across set products using different memory cards specific to digital cameras, personal computers or other devices necessitates setting up an external connector or embedding a connector compatible with each type of memory card.

Moreover, mounting space in set products is becoming increasingly limited with digital devices becoming thinner and even more compact. Given this and taking user friendliness into account, there is a demand for connectors compatible with multiple memory cards that can use a single card slot.

This ALPS ELECTRIC-developed combination connector is compatible with five types of memory card — SD Memory Card, MultiMediaCard™, MultiMediaCard Plus™, Memory Stick™ and xD-PictureCard™ — all in one card slot. With this product Alps Electric has realized a short-size connector in the industry's smallest class, with standard mount dimensions of 29.60mm (width) x 36.85mm (depth) x 4.80mm (height) and, for the reverse mount, dimensions of 29.80mm (width) x 37.15mm (depth) x 5.10mm (height). To accomplish this Alps Electric utilizes precision microprocessing technologies cultivated over

many years of memory card connector development, as well as its mold processing and mechanical design technologies.

To insert and eject cards, a push-push mechanism has been adopted; a first push inserts and a second push ejects a card.

Two types of mounts are offered as mounting styles — a standard mount and a reverse mount — which contribute to a heightened degree of engineering freedom on the set product side.

To avoid faulty contacts between unused terminals (terminals for other types of memory cards) and the inserted card, this product adopts a proprietary ALPS structure whereby terminals not intended for use are pushed down to prevent contact with the card. This deters corruption of memory card data as a result of short circuits brought about by one card coming into contact with another card's terminals.

## **Features**

Industry's smallest class — SCDG Series 5-in-1 connector developed

1. Compatible with five types of cards with one card slot
2. Realizes a short-size combination connector in the industry's smallest class
3. Utilizes push-push mechanism
4. Offers two types of mounting styles, the standard and reverse mounts
5. Adopts a proprietary structure that prevents faulty contact between terminals and memory cards

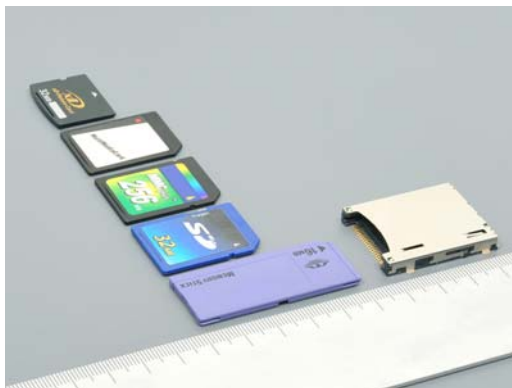
## **Principal Applications**

For notebook PCs, desktop computers, digital photo frames, digital still cameras, digital video cameras, fax machines, printers, household AV equipment, etc.

## Specifications

Structure	Product name	SCDG Series
	Dimensions (W x D x H)	Standard mount (29.60mm x 36.85mm x 4.80mm)
		Reverse mount (29.80mm x 37.15mm x 5.10mm)
	Applicable media	SD Memory Card MultiMediaCard™ MultiMediaCard Plus™ Memory Stick™ xD-PictureCard™
	Mounting type	Surface mounting type
	Mounting style	Standard mount
		Reverse mount
Media ejection structure	Push-push type	
Performance	Operating temperature range	-10°C to 60°C
	Voltage proof	250V AC / 1 minute
	Insulation resistance (initial)	1,000M Ω min.
	Contact resistance (initial)	150m Ω max.
	Operating life	5,000 cycles

For more information on the new the product please visit  
[http://www3.alps.com/e/npv\\_product/0902\\_SCDG/SCDG\\_E.PDF](http://www3.alps.com/e/npv_product/0902_SCDG/SCDG_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, 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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