

NEWS RELEASE

PR0209E

ALPS Develops SKSF Series TACT Switch™ with a Projection*Industry's Smallest* TACT Switch, with Realistic Operating Feel*

Duesseldorf, Germany, February 04, 2009 – ALPS ELECTRIC has completed the development of industry's smallest* TACT Switch™ with a projection (SKSF series) for use in compact digital devices.

There seems to be no limit to the evolution of mobile phones, digital still cameras, portable audio players and other digital devices in terms of compactness and thinness. Often, these devices feature operating parts in a limited space – for example, on the surface of a device's narrow side. Consequently, switches and other parts and components mounted on these devices are increasingly required to be smaller and thinner. Moreover, a sharp and distinctive operating feel of such parts and components is an important element for the success of digital devices, allowing users to experience realistic operations.

The SKSF series is a TACT Switch™ with a projection for use in mobile phones and other compact digital devices. Although measuring only 2.80mm, 2.40mm and 0.65mm in width, depth and height – the industry's smallest* in this category – the new TACT Switch™ enables users to experience a sharp and realistic operational sensation on various digital devices.

Such an operational sensation has been achieved by the switch's architecture in which a metallic spring used as an electrical contact is covered by a thin, column-shaped film. In addition, this structural design with a projection helps prevent deterioration in the sharpness of the operating feel, which can be caused by misalignment in assembling the knob when mounting a switch in

a small casing. It thus allows for carefree and accurate control of digital devices.

ALPS ELECTRIC has realized a long lifespan (100,000 cycles) for the metallic electrical contact. This long lifespan is attributable to a unique contact architecture, which has been developed through the application of Alps Electric's proprietary simulation and microfabrication technologies.

Furthermore, the film covering the metallic electrical contact is embossed into a column shape to form a projection. Compared with the type in which a projecting portion is attached to a metallic contact, this design better prevents the separation of the projection from the metallic contact.

Features

Development of an industry's smallest*, long-life TACT Switch with a projection

- The design with a projection realizes sharp operational feel and carefree and accurate control of digital devices.
- Long lifespan of 100,000 cycles guaranteed

Principal Applications

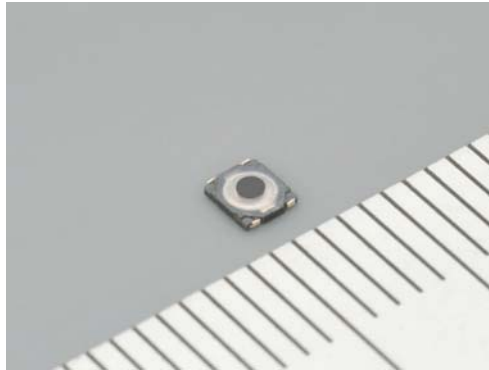
Operating parts of mobile phones, digital still cameras, portable audio players and other compact devices

Specifications

Product name	SKSF Series
Dimensions (W x D x H)	2.80mm x 2.40mm x 0.65mm
Max. rating	50mA 12V DC
Operating force	1.6N
Travel	0.10mm
Lifespan	100,000 cycles
Initial contact resistance	100mΩ

*1 World's smallest tact switch with a projection according to studies conducted by Alps Electric (January 5, 2009)

For more information on the new the product please visit
http://www3.alps.com/e/npv_product/090130_SKSF/SKSF_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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