

**NEWS RELEASE**

PR0409E

**ALPS Develops and Starts Mass Production of  
SPEG Series, a Hollow Momentary Type Compact  
Push Switch***Enabling Balanced LED Illumination*

Duesseldorf, Germany, March 02, 2009 – ALPS ELECTRIC has developed the SPEG Series, a hollow momentary type\* compact push switch built into operating parts that provide illumination for notebook personal computers and an array of other devices.

Recently, there are an increasing number of operating parts on notebook computers, game consoles and other devices which enhance visibility and design by illuminating letters and symbols when switched on. These operating parts are predominantly lit up by LEDs, but more and more, there is a need for products that provide evenly distributed lighting.

This product is a compact, momentary-type push switch embedded in the backlight-type operating parts of notebook computers and game consoles. It measures 8.39mm, 7.19mm and 5.00mm, in width, depth and height, respectively.

With a hollow-type stem portion, this product is ideally configured to be equipped with an LED or other light source. Traditionally, for display and illumination of letters or symbols on the operation button, it was often the case that the LED and switch were aligned side-by-side on the circuit board, making it difficult to properly illuminate the center of the dial. Because its main body is hollow, this product enables LEDs to be positioned in the center of the dial, thus affording an equal amount of light on the casing's operation button.

Furthermore, in addition to the issue of lighting, another important element is the sensation felt when the operating part is pushed. This product employs proprietary mechanisms to elicit tactile sensation when switching. By adopting Alps Electric's simulation and microfabrication technologies, a soft clicking sensation has been realized.

ALPS has made available a ground terminal attachment to prevent any impact on different circuits from static electricity.

\* Self-return type that returns to original position when finger is removed

## Features

Development and mass production of Hollow Momentary Type Compact Push Switch begins

1. Hollow configuration enables an even distribution of light.
2. Soft clicking sensation realized with proprietary mechanism.
3. Operating life guaranteed for 30,000 cycles.

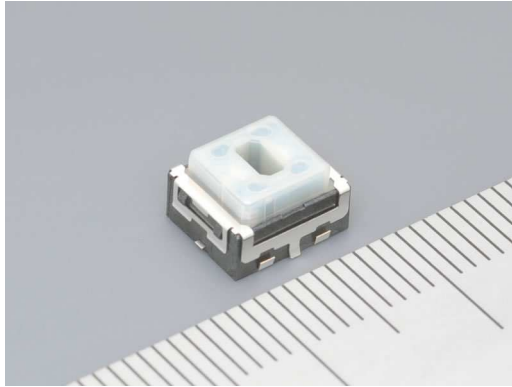
## Principal Applications

Notebook personal computers, game consoles and other devices

## Specifications

Product name	SPEG Series
Dimensions (W x D x H)	8.39mm x 7.19mm x 5.00mm
Max. rating	50mA 16V DC
Operating force	2.16N
Travel	1.10mm
Lifespan	30,000 cycles

For more information on the new the product please visit [http://www3.alps.com/e/npv\\_product/090218\\_SPEG/SPEG\\_E.PDF](http://www3.alps.com/e/npv_product/090218_SPEG/SPEG_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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