

NEWS RELEASE

PR1509E

ALPS Develops SCHA Series Connector for microSD™ Cards*Achieving the Industry's Thinnest^{*1} Connector*

Duesseldorf, Germany, September 17, 2009 – ALPS ELECTRIC EUROPE GmbH has completed the development of the SCHA series, the industry's thinnest connector for microSD™ cards, which are widely used in mobile phones and other compact digital devices. Mass production is to commence from August 2009.

The use of the mobile phone as an information terminal has become extremely popular in recent years. Accompanying this has been a dramatic increase in the amount of data that such devices are able to handle due to the use of camera and audio functions as well as data acquisition capabilities from the Internet. Consequently, almost all mobile phones have been equipped with memory card connectors, enabling these devices to save and play data contained in external memory cards.

In addition, given ongoing demand for mobile phones and other devices that feature ever-more-thin body designs, there has been an even greater pursuit of slimmer electronic components, beginning with the memory card connectors that are installed in these types of set devices.

The SCHA series is the industry's thinnest connector for microSD™ cards, featuring both a standard mount type (height: 1.29mm) and a reverse mount type (height: 1.51mm). Through the utilization of the Company's proprietary mechanical design technologies, plastic flow analysis engineering, ultra-high-precision press engineering and thin-wall mold processing engineering, Alps Electric has achieved a new level of thinness.

A push-push operation for inserting and removing memory cards has also been installed in the SCHA series, which involves pushing the card once to insert it into a device, and then pushing it again for removal. Superior usability is being pursued for users by ensuring a card exit area of 3.3mm.

A switch has also been installed within the connector that can detect if the card has been inserted or not. The new design ensures even greater switch contact point reliability by using a reinforced sliding structure to prevent the penetration of dust and other outside substances.

Owing to a design that prevents memory cards from being improperly inserted, damage to devices, including breakage of connector terminals, can be prevented.

The SCHA series features a product lineup that consists of the standard mount SCHA4B series and the reverse mount SCHA5B series as methods for circuit board installation, contributing to a heightened degree of engineering freedom for set products.

Features

Development of the Industry's Thinnest Connector for microSD™ Cards

1. Contributes to the slimming of set products as the industry's thinnest connector for microSD™ cards
2. Features a push-push type operation for inserting and removing cards and has a 3.3mm card exit area
3. Installed with a detector switch within the connector
4. Uses a structure that prevents improper card insertion
5. Installation method features both standard and reverse mount product lineups

Principal Applications

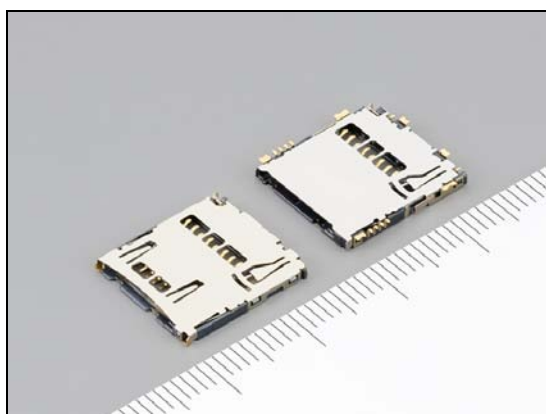
Mobile phones, PDAs, compact audio devices, others

Specifications

Product name	SCHA4B Series	SCHA5B Series
Dimensions (W x D x H)	13.8mm x 15.2mm x 1.29mm	13.9mm x 15.0mm x 1.51mm
Mounting system	Standard mount	Reverse mount
Applicable media	microSD™ cards	
Mounting method	Surface mounting type	
Media ejection structure	Push-push type	
Operating temperature range	-20°C to +70°C	
Voltage proof	250V AC 1 minute	
Insulation resistance (initial)	500V 1minute 1,000M• min.	
Contact resistance (initial)	100m• max. 500• max. (detector switch)	
Insertion and removal cycle	10,000 cycles	

*1: Based on research conducted by Alps Electric as of July 15, 2009

For more information on the new the product please visit
http://www.alps.com/products/e/npv_product/090731_SCHA/SCHA_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, 2009 amounted to YEN 539 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, Stockholm, Gothenburg, our sales office in Milan and our European distribution work are coordinated from Düsseldorf.

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