

NEWS RELEASE

PR0210E

Alps Unveils New Slide Switch for Mobile Devices

*Low-profile, 0.7mm-High SSAJ Slide Switch is the Industry's Smallest**

Duesseldorf, Germany, February 23, 2010 – ALPS ELECTRIC EUROPE GmbH announced the development of the SSAJ series, a 0.7mm-high slide switch that enables the design of more compact electronic devices including mobile phones, digital cameras and compact music players. Sample shipments will commence from February 2010.

Trends toward smaller and slimmer portable devices have led to the need for notably smaller and thinner components. Demand has been particularly strong for thin and compact slide switches, which are usually placed on the side of a device and manipulated to turn power on and off or perform a hold (pause) function. An increasing number of devices such as smartphones, many of which feature touch panel operation, have begun including slide switches to allow for easier visual confirmation of the mobile phone's pause function.

In response to these growing needs, ALPS has developed the industry's smallest slide switch, which, at 5.5mm wide by 2.5mm deep by 0.7mm high, boasts a 36% reduction in volume, thus decreasing the space required on a circuit board compared with the Company's conventional SSAD series (6.7mm × 3.2mm × 0.7mm) products. Moreover, this slide switch supports lead-free soldering.

Switches and other small, thin components mounted in devices that are subject to direct manual manipulation must be durable. Therefore, the operational knob on the SSAJ slide switch is reinforced by a metal plate inserted inside its plastic body.

Tactile feedback is also important to users yet because components in such small products are so tiny, it is increasingly difficult to realize proper sensation. ALPS leveraged its longstanding mechanical design technologies to address this issue by creating a unique structure with a plate spring, realizing a 1.5N operating force. By generating an appropriate clicking sensation, this contributes to higher product usability.

* Based on ALPS' survey in terms of volume ratio as of February 1, 2010.

Features

Development of industry's smallest slide switch

1. Assures durability due to insertion of a metal plate into the operational knob
2. Realizes a distinct clicking sensation thanks to the 1.5N operating force
3. Suitable for lead-free soldering

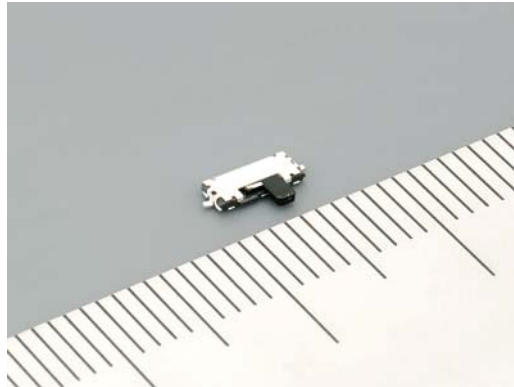
Principal Applications

Mobile phones, digital still cameras, digital camcorders, mobile music players, portable devices such as notebook PCs

Specifications

Product name	SSAJ Series
Dimensions (W × D × H)	5.5mm × 2.5mm × 0.7mm
Maximum rating	10mA 5V DC
Minimum frequency	50μA 3V DC
Contact resistance	300mΩ max. (initial)
Operating force	1.5 N
Operating life	10,000 cycles
Travel	1.4mm
Number of poles	1
Number of positions	2

For more information on the new the product please visit
http://www.alps.com/products/e/npv_product/100219_SSAJ/SSAJ_E.PDF



ALPS Electric Co., Ltd.

ALPS Electric (Tokyo: 6770) is a leading global manufacturer of high-quality electronic components for mobile devices, home electronics, vehicles and industrial equipment. With the philosophy of "Perfecting the Art of Electronics" ALPS Electric supplies over 40,000 different components to about 2,000 companies all over the world. For more information, visit www.alps.com.

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, Milton Keynes, Stockholm, Gothenburg, and our sales office in Milan are coordinated from Düsseldorf.

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