

NEWS RELEASE

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Alps Achieves Industry's Longest Detection Distance Magnetic Sensor*HGDFPA006A Switching Output, High-Sensitivity, Snap-in Type Detects Over 60% More Distance than Existing Sensor*

Duesseldorf, Germany, March 02, 2010 – ALPS ELECTRIC EUROPE GmbH revealed today its new HGDFPA006A magnetic sensor that allows for the industry's longest detection distance in determining whether home appliance covers and doors are open or closed. Sample shipments are to commence from April 2010.

Magnetic sensors detect a change in the open/closed state of covers or doors of most home appliances, including refrigerators, washing machines and microwave ovens. The appliance can then stop and restart operation and turn its lights on or off; a valuable function from the standpoints of energy conservation, safety and user convenience. This is increasingly accomplished whereby a component within the appliance detects the distance that a magnetic body (the magnet) moves based on the magnet's relative proximity to a sensor.

Recently, these mechanisms can also be seen in parts that detect whether auxiliary equipment for instruments and machinery, such as industrial machinery and security systems that protect doors and windows of homes against entry, is installed or not. The range of sensor applications is increasingly expanding, and as mechanisms increase in functionality and decrease in size, components that provide reliable detection in tighter installation spaces are needed.

The HGDFPA006A is a switching output, high-sensitivity magnetic sensor capable of long detection distance that is more compact thanks to the use of ALPS' proprietary high-precision

magnetic element. Detection distance has been improved a substantial 60% compared with ALPS' existing magnetic sensor (HGDFPT031A). The distance over which the HGDFPA006A detects a magnetic force is: $H_{on}=0.6\text{mT}$, the longest in the industry. (Conditions and distance: When a 20 x 10 x 6mm ferrite magnet is used, the detection distance is 35mm—the distance from the magnet's surface to the substrate to which the sensor is installed (the sensing position). The detection distance of ALPS' existing magnetic sensor is 22mm under the same conditions.)

Moreover, the sensor has a thinner profile (width: 14.15mm; depth: 5.00mm; height: 13.00mm) and can be mounted in the tighter installation spaces necessitated by more compact and multi-functioned appliances.

The HGDFPA006A utilizes snap-in type mounting, making it easier to install in the final product. ALPS' product lineup in the HGDFPA series also includes switching output-type connector connection model magnetic sensors for similar applications to the HGDFPA006A.

Features

More compact switching output-type magnetic sensor with the industry's longest detection distance – 60% greater than ALPS' existing sensor.

1. New magnetic element enables longer detection distance:
 $H_{on} = 0.6\text{mT}$
2. Slim and compact size
3. Easy snap-in-type mounting to substrate

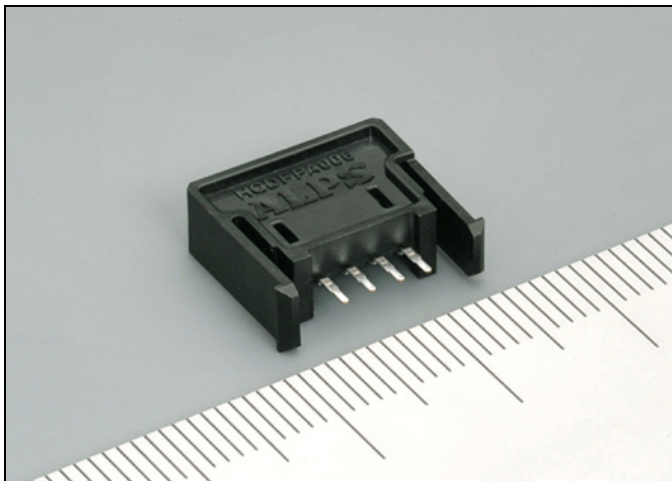
Principal Applications

- Detecting the open or closed position of covers or doors in washing machines, refrigerators, other home appliances and consumer electronics
- Security mechanisms for windows and doors
- Mechanisms for detecting the installation of auxiliary equipment for instruments and machinery

Specifications

Product name	HGDFPA006A
Dimensions (W × D × H)	14.15mm × 5.00mm × 13.00mm
Drive voltage	4.5V to 5.5V
Sensor detection distance	Hon = 0.6mT / Hoff = 0.4mT
Average current consumption	Ave. 1.65mA

For more information on the new the product please visit
http://www.alps.com/products/e/npv_product/100226_HGDFPA/HGDFPA_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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