

NEWS RELEASE

PR0510E

ALPS Introduces New SKSG Series TACT Switch™*Four Newton High Operation Force with Long Operating Life*

Duesseldorf, Germany, April 21, 2010 – ALPS ELECTRIC EUROPE GmbH announced its new SKSG Series TACT Switch™ for automobiles. The compact switch's high operation force protects against accidental operation, making it suitable for car AV equipment as well as keyless entry or car navigation systems. Sample shipments will commence from April 2010.

Switches that function as operation buttons may only require a light operating force. However, there are instances where a high operation force is required, such as in remote control units for vehicle keyless entry systems. This prevents accidental operation when these devices are carried around inside pockets or bags. Additionally, controls found on car navigation systems and car audio equipment, as well as other digital devices make the user more aware of a button's operation when there is a distinct operation feel.

This new TACT Switch™ combines a high operation force of four Newtons with a long operating life of 200,000 cycles. A new metal contact (metallic board spring) was developed for the switch and ALPS made full use of its quality engineering and analysis technology to create the contact's optimum configuration. Reducing the load against the metal contact when pressed achieves both high operation force and increases life span, creating a definite clicking sensation that helps prevent unintentional operation and reduces risk of failure over the life of the product.

To meet the needs of compact and slim consumer devices in the market today, ALPS achieved a cubic measure that is one third

of its conventional products (ref *1) (D 2.7mm x W 3.0mm x H 1.4mm). Furthermore, ALPS' technology in thin wall molding, precision press, and automatic assembly acquired over the years contributes to greater space conservation.

Furthermore, as the switch is equipped with a stem, dimensional precision is not required when designing the set product. This makes product design easier while ensuring the switch's stable operation. The switch is also equipped with a ground function (ref *2), which prevents static electricity from flowing into the set device, potentially causing operation failure and IC destruction.

A lighter operation force of 1.6N is also available in the series for use in general digital devices.

*1 SKRP Series. Dimensions D 3.2mm W 4.2mm H 2.5mm.

*2 The 1.6N operation force type is not equipped with a ground function.

Features

Development of the new SKSG Series TACT Switch™ for automobiles

1. New metal contact achieves high operation force and long life span
2. Compact and low-profile design conserves mounting space
3. Attached stem makes set product design easier and achieves secure operation
4. Ground function helps counteract static electricity

Principal Applications

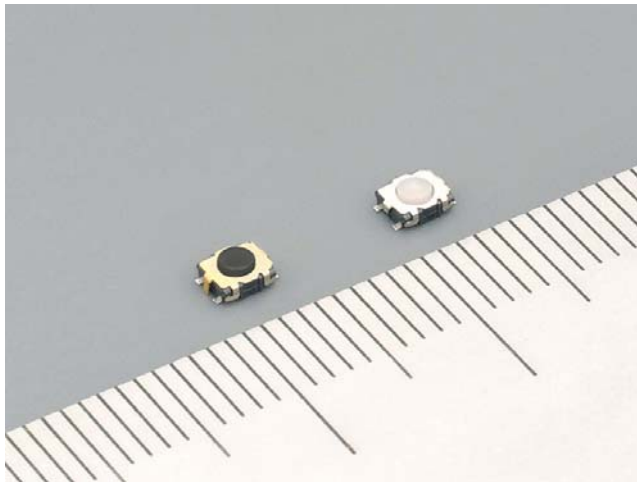
4N Operation Force - Keyless entry systems, car navigation systems and car AV equipment, etc.

1.6N Operation Force - Portable audio players, digital cameras, game consoles, etc.

Specifications

Product name	SKSG Series	
Dimensions (W × D × H)	3.0mm × 2.7mm × 1.4mm	
Operating force	4N	1.6N
Travel	0.12mm	
Ratings (max.)	50mA 16V DC	
Ratings (max.)	10μA 1V DC	
Operating life	200,000 cycles	
Initial contact resistance	100mΩ	

For more information on the new the product please visit
http://www.alps.com/products/e/npv_product/100407_SKSG/SKSG_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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