

NEWS RELEASE

PR1710E

ALPS Introduces the “SDDJF1A Series” Slim Type One Pole Rocker Power Switch*Highly Reliable Power Switch is the Industry’s Thinnest ^{*1}*

Duesseldorf, Germany, August 03, 2010 – ALPS ELECTRIC EUROPE GmbH has developed the “SDDJF1A Series,” the industry's thinnest one pole rocker power switch. This AC switch combines slim size and durability with excellent insulation properties, making it suitable for power conservation in flat-screen TVs and PC monitors. Mass production will begin in August of this year.

With conventional power switches generally adopted in flat-screen TVs, minute electrical current flows to the TV set even in Off status and thus the set consumes standby current. However, AC power switches directly switch the power line On/Off, with zero standby current when the switch is Off, as if the TV set power plug was disconnected. Adoption of AC power switches for flat-screen TVs is under review due to growing environmental and energy saving awareness as well as European energy saving regulations ^{*2}.

This switch achieves a thickness of 5.2mm which is approximately 1/3 of ALPS' conventional switch (SDDJE Series, thickness 12.4mm). The switch's contact structure features ALPS' original torsion spring to create a secure contact point, and maintains a stable load in the contact point which increases contact reliability. Its wiping structure, where the traveling contact wipes the fixed contact point, further improves contact reliability.

As power switches turn On/Off in high voltage of AC100V – AC240V, secure insulation properties are required. Normally it is difficult to ensure insulation for a small, thin switch that is

installed within a compact space on the application product. However, ALPS has adopted an original internal structure (patent pending) for the SDDJF1A Series that prevents degradation of insulation properties, and secures a high level of insulation in a low-profile body.

This product supports solder mounting and "one-touch" connectors (Faston #187).

*1 As of July 15, 2010. According to an ALPS survey.

*2 A typical European energy efficiency regulation would be the ErP Directive, which requires environmentally considerate design in energy-using products to encourage energy saving design in electrical/electronic products.

Features

Development of the industry's thinnest single pole rocker type power switch

1. Original contact point structure provides a highly reliable contact
2. Original internal structure ensures insulation properties
3. Supports both solder and connector mounting
4. Halogen-free

Principal Applications

Flat-screen TVs such as liquid crystal and plasma displays

Thin displays such as monitors

Specifications

Product name	SDDJF1A Series
Dimensions (W × D × H)	25.0mm × 5.2mm × 17.0mm
Electronic device rating	8A/128A 250V~
Rating for resistance & motor load	10(6) 250~
Circuit arrangement	SPST
Operating force	3±2N

For more information on the new product please visit
http://www.alps.com/products/e/npv_product/100730_SDDJF1A/SDDJF1A_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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