

NEWS RELEASE

PR0211E

ALPS Commences Mass Production of SCDG3 and SCDG6 Series Combination Connector (Compatible with SD, MMC, MS Duo™, MS PRO-HG Duo™)*New Combination Connector is the Industry's Smallest and Thinnest**

Duesseldorf, Germany, March 09, 2011 – ALPS ELECTRIC EUROPE GmbH has completed development of the SCDG3 and SCDG6 series – a combination connector compatible with SD, MMC, MS Duo™, and MS PRO-HG™ memory cards. Mass production commenced in February this year.

Memory cards are mainly used for storing or moving data in appliances such as digital cameras and notebooks. However, due to the existence of a wide variety of memory card formats in terms of shape, etc. appliances need to be equipped either with multiple connectors or with a combination connector supporting multiple card formats. Since the increasingly compact size of many consumer appliances implies less installation space for multiple connectors, there is a growing need for such combination connectors.

With the SCDG3 series and SCDG6 series, ALPS has developed its first combination connector compatible with SD, MMC, MS Duo, and MS PRO-HG Duo cards. Having realized a compact size of W29.8 mm × D31.4 mm × H4.4 mm, this product is designed to effectively utilize limited space available for installing components.

The product has a unique cam structure supporting the correct insertion of multiple types of memory cards and preventing insertion of incompatible cards. In addition, it features a detection switch that determines the position of the write protect key on SD

cards. The switch has a sliding contact structure for high resistance against foreign particles such as dust, which makes it highly reliable.

The product portfolio includes both standard and reverse mounting varieties therefore enabling greater design flexibility.

*: Based on Alps' survey as of February 20, 2011

Features

Development of compact 4 in 1 combination connector

1. Compatible with SD, MMC, MS Duo™, MS PRO-HG Duo™ cards
2. Realization of a unique cam structure for preventing incorrect insertion or incompatible cards
3. Detection switch in sliding contact structure ensures high reliability
4. Standard and reverse mounting varieties available

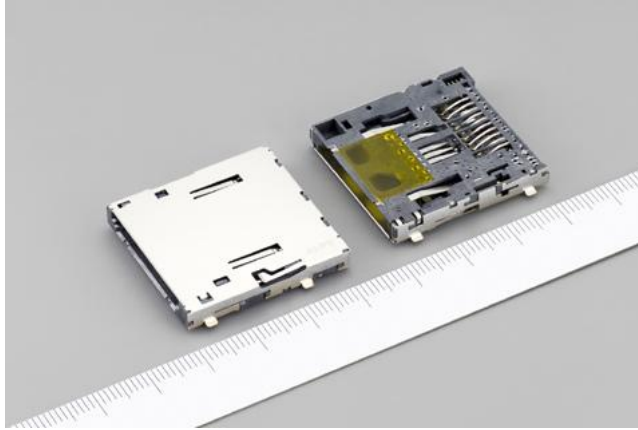
Principal Applications

Notebook and desktop computers, printers, digital photo frames and other mobile appliances

Specifications

Product name	SCDG3 series	SCDG6 series
Dimensions (W x D x H)	29.8mm x 31.4mm x 4.4mm	
Mounting style	Standard mount	Reverse mount
Card eject stroke	5mm	
Media ejection structure	Push-push type	
Rating (per pin)	3.6V/0.5A	
Initial contact resistance (at card contact)	200mΩ max.	
Insertion and removal cycle	5,000 times	

For more information on the new product please visit
http://www.alps.com/products/e/npv_product/110225_SCDG/SCDG_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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