

**NEWS RELEASE**

PR2011E

**ALPS Develops and Commences Mass Production of “SKSN Series” Mid-Mount Sidepush™ TACT Switch™***For a Wide Range of Applications from Mobile Devices to Healthcare Equipment*

Duesseldorf, Germany, November 15, 2011 – ALPS ELECTRIC EUROPE GmbH has developed the SKSN Series mid-mount TACT Switch™. The switch is highly reliable and suitable for a wide range of electronic equipment, from mobile devices like portable audio players and smartphones, to healthcare products such as blood glucose meters and pedometers. Mass production commences in November 2011.

Mobile devices, as typified by portable audio players, mobile phones and smartphones, are becoming ever smaller and more diverse. Healthcare products like blood glucose meters, pedometers and thermometers, too, are increasingly commonplace in ordinary households due to growing health awareness. Switches for these products, as well as being compact and thin, have to be reliable. For example, they must be strong enough to withstand being dropped or other unexpected accidents, and they must be suitably protected from dust and dirt to enable use outdoors.

ALPS developed the SKSN Series mid-mount Sidepush™ TACT Switch™, which has high strength and dust protection characteristics, for application in such mobile devices and healthcare products.

The SKSN Series employs a mid-mount design for it to be mounted into a PCB cut-out. This restricts the height of the

switch above the PCB to 1.35mm, contributing to creation of smaller and thinner end products.

The mid-mount design also means the PCB provides support for the switch, thereby improving the strength of the mount in relation to the direction in which the switch is pressed. Additionally, being able to mount the switch directly onto a PCB removes the need for a flexible or sub PCB for connecting switch and PCB, thus contributing to cost reductions in end product design.

Another feature is strong impact resistance in the case of a product being dropped, for example. This was achieved using Alps' proprietary simulation technology to disperse the load applied to each of the switch parts. Precision processing technology developed by Alps over the years was also applied to ensure consistent mechanical and electrical properties and solderability.

In addition, a dust-proof design incorporating a unique sealed contact structure and an insulator realizes superior dust protection. The SKSN Series is thus compatible with many different usage scenarios for mobile devices and healthcare products.

The stem is designed to directly press the dome spring of the switch contact, providing an excellent operating feel during use. A range of operating force settings ideal for various electronic devices is available.

## Features

Highly reliable mid-mount Sidepush™ TACT Switch™ with impact resistance and dust protection

1. Low profile with height of 1.35mm above the PCB.
2. High solder strength for impact resistance.
3. Dust protection for a reliable contact.
4. Excellent operating feel achieved with stem designed to directly press down the dome spring.

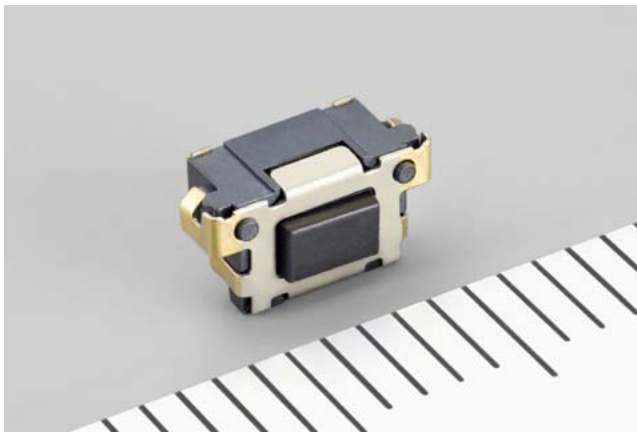
## Principal Applications

Portable audio players, mobile phones and other mobile devices  
Blood glucose meters and other healthcare equipment  
Keyless entry systems  
Side switches for other electronic equipment

## Specifications

Product name	SKSN series
Dimensions (W × D × H)	6.2mm x 3.0mm x 3.5mm *Height above PCB: 1.35mm
Operating force	2.4N
Travel	0.2mm
Current rating (min.)	50mA 12V DC
Operating life	500,000 cycles
Initial contact resistance	100mΩ max.

For more information on the new product please visit  
[http://www.alps.com/products/e/npv\\_product/111111\\_SKSN/SKSN\\_E.PDF](http://www.alps.com/products/e/npv_product/111111_SKSN/SKSN_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](http://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, Gothenburg, and our sales office in Milan are coordinated from Düsseldorf.

**Contact:**

**ALPS ELECTRIC EUROPE GmbH**

Phone.: +49-211-59 77-0

Fax: +49-211-59 77-146

Email: [info@alps-europe.com](mailto:info@alps-europe.com)

Internet: [www.alps.com](http://www.alps.com)

**PR Agency:**

MEXPERTS AG

Kurt Loeffler / Peter Gramenz

Phone.: +49-89-897361-0

Fax: +49-89-87 29 43

Email: [kurt.loeffler@mexperts.de](mailto:kurt.loeffler@mexperts.de)

Internet: [www.mexperts.de](http://www.mexperts.de)

Press Portal: [www.presseagentur.com](http://www.presseagentur.com)

This news release and a press photo are available electronically at  
<http://www.presseagentur.com/alps/en/>