

NEWS RELEASE

PR2010E

ALPS Creates "SCGC1B03 Series" 8-Pin SIM Card Connector*Industry's First^{*1} with Automatic Card Lock*

Duesseldorf, Germany, September 27, 2010 – ALPS ELECTRIC will start trial shipments this month of its new SCGC1B03 Series, an 8-pin SIM card connector to be used in mobile phones and car navigation systems.

Most current car navigation systems can receive digital terrestrial broadcasting, generally via one segment broadcasting. However, newer navigation systems capable of receiving full segment broadcasting are increasing in popularity as they offer higher image quality for larger screen sizes. These newer systems require an authentication card known as a B-CAS card, which is about the size of a SIM card used in mobile phones, and a connector such as the SCGC1B03 Series connects the authentication card to the navigation system.

ALPS has developed a series of SIM card type connectors with a moving vehicle's environment in mind. The SCGC1B03 Series is the industry's first^{*1} connector that automatically locks the card in when inserted to prevent accidental ejection. This unique auto-lock system has been vigorously tested to function properly against the vibration and impact^{*2} that occur in a moving vehicle. To eject the card and release the auto-lock, the user simply pushes the card a second time. Moreover, the SCGC1B03 Series prevents improper card insertion as the card cannot be fully inserted if it is oriented incorrectly.

Another challenge for this kind of connector is limited space inside of the navigation system. The SCGC1B03 Series is one of the smallest among this type of devices, with dimensions of

18.44mm (W)×29.0mm (L)×1.55mm (H) (including the card holder).

*1 According to an ALPS survey as of September 1, 2010.

*2 Anti-vibration/impact tests conducted under ALPS Electric's testing protocol found that electric current will not be disrupted for more than 1 μ s.

Features

Connector for SIM card type B-CAS cards with the industry's first*¹ automatic card lock

1. Compatible with SIM card-sized B-CAS cards for digital terrestrial broadcasting authentication
2. Automatic card lock prevents card ejection due to vibration or impact
3. Extremely thin and small size
4. Prevents incorrect card insertion

Principal Applications

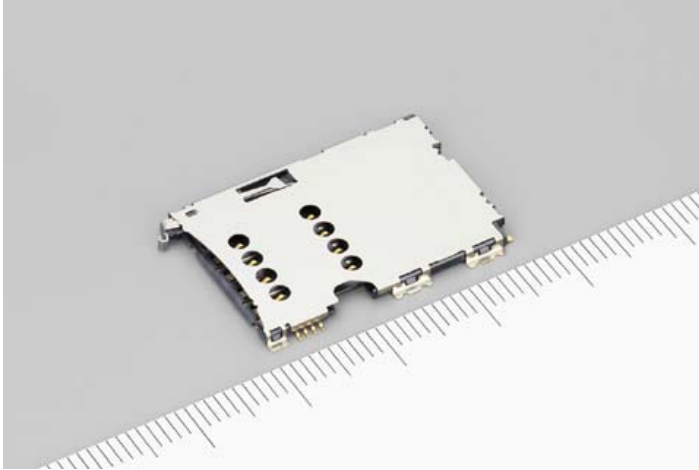
Portable devices such as car navigation systems, notebook computers and mobile phones

Specifications

Product name	SCGC1B03 Series
Dimensions (W × D × H)	18.44mm x 29.0mm x 1.55mm
Operating Temperature Range	-40 degrees C to +85 degrees C
Mounting style	Standard mount
Eject stroke	3 mm
Media ejection structure	Push-push type
Rating (per pin)	3.6 V / 0.5 A
Initial contact resistance (at card contact)	100 m Ω 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/100917_SCGC/SCGC_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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