

NEWS RELEASE

PR0307E

Development and Mass Production of Horizontal Type, Double-Action Push Switch SPEE Series*Industry's Smallest, Playing a Significant Role in Flatter Mobile Devices*

Duesseldorf, Germany, January 29, 2007 – ALPS ELECTRIC EUROPA GmbH will commence mass production of its new horizontal-type, double-action push switch SPEE Series this month. The SPEE Series has been developed for small mobile devices such as mobile phones with cameras and digital cameras.

The trend toward smaller, flatter mobile phones, digital cameras and other mobile devices with a wider variety of functions is continuing unabated. For instance, new mobile phone models with high-resolution cameras, which allow users to shoot high-quality pictures, are being released in quick succession. In step with increasing picture resolution, there is a growing demand for auto-focus camera functions that enable users to focus their cameras on both close-up objects and infinity. The SPEE Series can accommodate such auto-focus functions by means of its double-action mechanism: the first action, which involves lightly pressing the shutter button (the "first position"), determines the object being photographed; the second action takes the picture when the button is pressed down (to the "second position").

The SPEE Series is the industry's smallest double-action push switch, measuring 4.0mm x 5.0mm x 1.22mm (W x D x H). Being a horizontal type, the switch operates horizontally against the circuit board on which it is embedded. On recent mobile phones with high-resolution cameras, shutter buttons have increasingly

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been positioned on the side of the camera casings. This feature enables more stable picture shooting, allowing users to hold their mobile phones firmly with their both hands, in the same way as a digital camera. Using a vertical-type switch for a mobile phone with the shutter button on the side would require space to accommodate the switch's length and width as well as cause problems in making mobile phones even flatter. The horizontal motion against the circuit board and lower profile of the SPEE Series provide a solution that results in flatter mobile phone casings.

To satisfy user demands for a more realistic feel when operating the shutter, despite the small casing, the SPEE Series provides a total travel*1 of 0.9mm and an over travel*2 of 0.19mm.

Features

Industry's smallest, horizontal-type, double-action push switch

- Realized the industry's smallest horizontal-type, double-action push switch
- Boasts compactness coupled with a long travel of 0.9mm
- Provides an over travel of 0.19mm between the on position of the "second position" and the position when the shutter button is fully depressed

Principal Applications

Camera shutter buttons for small mobile devices such as mobile phones with cameras, cameras, digital cameras and digital video cameras

*1: Total travel is the distance between the position of the switch knob in the off position and its position when fully depressed.

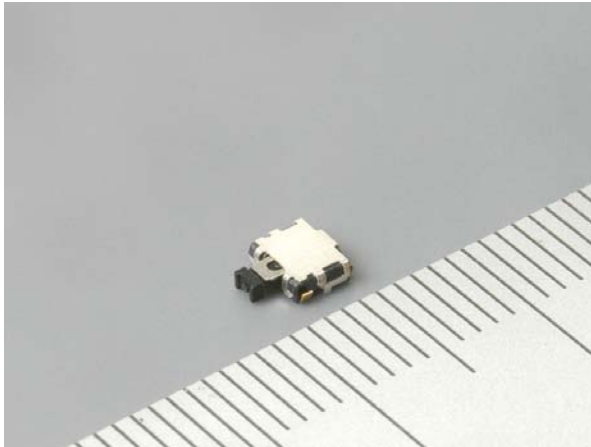
*2: Over travel is the distance between the on position of the "second position," which activates the camera to take a picture, and the position when the shutter button is fully depressed.

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Specifications

Product name		SPEE Series
Dimensions (W x D x H)		4.0mm x 5.0mm x 1.22mm
Operating force	1st action	1.75N
	2nd action	1.1N
Travel	1st action	0.3mm
	All	0.9mm
Lifespan		100,000 cycles
Rating (max.)		20mA 5V DC max.

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



ALPS Electric Co., Ltd.

Since its establishment in 1948 ALPS has grown as a comprehensive manufacturer of electronic components. At present ALPS is creating innovative high-value-added products in its main business segments – Components, Magnetic Devices, Communications, Peripheral Products, and Automotive Electronics – which are contributing to the advance of a digital society. ALPS is a global company that carries out its operations with 22 production bases in 9 countries as well as 57 sales bases in 14 countries. Consolidated net sales in the year ended March 31, 2005 amounted to YEN 644 billion.

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ALPS ELECTRIC EUROPA 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 and Milton Keynes, our sales office in Milan and our European distribution work are co-ordinated from Düsseldorf. ALPS Nordic AB, a 100 percent subsidiary of ALPS ELECTRIC EUROPA GmbH, is based in Sweden and services the Scandinavian market.

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