

NEWS RELEASE

PR0607E

ALPS Develops the FP85 Series of Two-Megapixel Camera Modules for Mobile Phones*Fixed Focus, Macro Facility and Autofocus in Compact Casings of Identical Size*

Duesseldorf, Germany, February 06, 2007 – ALPS ELECTRIC EUROPA GmbH has developed the three-model FP85 Series of two-megapixel camera modules for mobile phones. The modules have casings of identical size, and feature fixed focus, macro facility and autofocus respectively.

Camera phone use is becoming more widespread in Japan and throughout the world. As mobile phones continue to evolve into information terminals, the camera functions on mobile phones are used not only to take conventional photographs, but also to shoot pictures of detailed text such as train timetables, as well as to read two-dimensional bar codes. At the same time, mobile phone cameras have increasingly high resolutions for more beautiful pictures, and some camera phones with pixel numbers on par with digital cameras have appeared on the market.

In light of this trend, ALPS led the industry in developing three camera modules of the same compact casing size (8.5mm wide x 8.5mm deep x 6.1mm high). The modules feature fixed focus, macro facility and autofocus respectively.

Previously, camera phone modules varied in size according to their functions. To create the macro facility and autofocus functions, parts such as actuators that manipulate lenses in order to adjust focus had to be attached to fixed-focus camera modules, which served as the base. This meant that the modules themselves had to be made larger. By leveraging its high-precision processing and packaging technologies, ALPS has

ALPS ELECTRIC EUROPA GmbH
Hansaallee 203
40549 Düsseldorf
Tel. +49-(0) 211-59 77-0
Fax +49-(0) 211-59 77-146
www.alps.de

enabled mobile phone manufacturers to choose between three focus functions all packaged in the same compact casing size. This contributes to a more diverse selection of mobile phones for users.

Lenses are the major component of camera modules. By employing its optical design technology, Alps has already developed high-resolution, aspheric plastic lenses that are thin and compact. Alps is thereby meeting the needs for higher-resolution, more attractive picture taking.

Actuators are needed to manipulate lenses for focus functions. Alps has created actuators that maximize the capacity of macro facility and autofocus functions. Alps employs a voice coil system that uses magnetic simulation technology for macro facility, and a piezo system for autofocus.

Features

Camera phone modules with a choice of three different focus functions in the same 8.5mm-square casing size

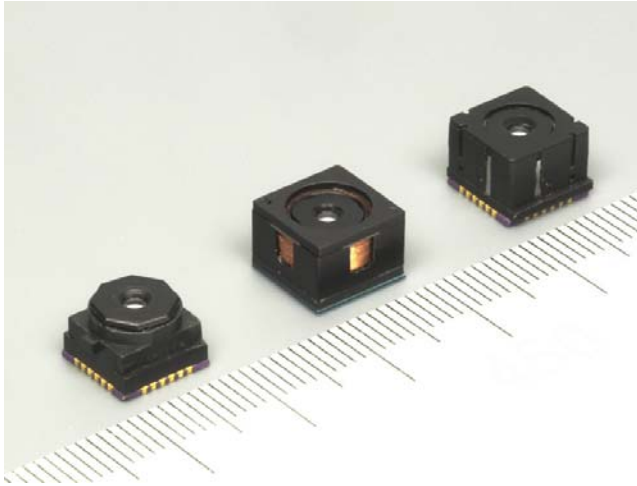
- Choice of fixed-focus, macro facility or autofocus functions
- Uses Alps' proprietary high-resolution aspheric plastic lenses
- Alps developed its own actuators optimized to the varied focus functions

Specifications

Product name	FP85 Series
Dimensions (W x D x H)	8.5mm x 8.5mm x 6.1mm
Image sensor resolution	1,600 x 1,200 (UXGA)
Image sensor format	1/4 inch
Lenses	Aspheric plastic (3)
Viewing angles	49° (Horizontal)
Connection	Socket

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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.

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.

Contact:

ALPS ELECTRIC EUROPA GmbH
Ulrich Kuhs / Paul Garratt
Phone.: +49-211-59 77-171 / -250
Fax: +49-211-59 77-146
Email: presse@alps.de
Internet : www.alps-europe.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
Internet: www.mexperts.de
Press Portal: www.presseagentur.com

ALPS ELECTRIC EUROPA GmbH
Hansaallee 203
40549 Düsseldorf
Tel. +49-(0) 211-59 77-0
Fax +49-(0) 211-59 77-146
www.alps.de