NEWS RELEASE

PR2205E

ALPS Develops ExpressCard™ Connector of the SCBA/SCBB Series

Combining a robust structure with ease of operability

Duesseldorf, Germany, November 16, 2005 – ALPS Electric developed the SCBA (pinheader portion)/SCBB (ejector portion) series connector for application with the ExpressCard™, a standardized next generation PC card that enables the transfer of data at greater speeds.

PC cards are currently used in notebook PCs and other devices and with flash memories, hard disks, modems, LANs, wireless LANs and other components offer increasing opportunity for improved functions. In recent years, mobile devices including PCs are experiencing an increasing need for high-volume data transfer for graphics, moving images, as well as audio transfer. In response to this trend, the ExpressCard™ standard was launched in 2003 as the next generation PC card. The ExpressCard™ comes in two standardized models; the 34mm wide ExpressCard™/34 and the 54mm ExpressCard™/54.

This connector, which is used with the next-generation ExpressCard™, was developed to accommodate a two-card configuration through one slot. This PC card connector uses top and bottom metal shield engineering, and boasts a robust structure, which is pressure and twist-resistant, while firmly holding in place two different card configurations. Furthermore, the preset distance from the circuit board to the connector makes for a simple stand-off design, which will be of value to engineers on the product side.

In addition, card-insertion and ejection uses the two-step lever-ejection system, which contributes to ease of operation. With the card exit area down to 6.0mm and a function to prevent errors in

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card insertion, this connector offers a user-friendly feel and added convenience.

Utilizing ALPS' unique micro processing, fabrication and structural design technologies, we have been able to lengthen the pinheader insertion portion to approximately 6.0mm and with reflow soldering to increase connection stability. Accordingly, by maintaining a high evenness between the pin and the circuit board after connection, the card and connector achieve high contact reliability.

Features

Development of an ExpressCard™ connector to accommodate a two-card configuration through one slot — volume production commenced

1. Top and bottom metal shield engineering provides a robust structure
2. Use of two-step lever ejection system provides ease of operability
3. Card exit area down to 6.0mm and function to prevent errors in card insertion assures user-friendliness
4. Extended length in the pinheader portion allows for high evenness and contact reliability.

Principal Applications

Desktop PC, notebook PC, various mobile information terminals, other

Specifications

Product name	SCBA/SCBB Series
Dimensions (W x D x H)	68.9mm x 80.0mm x 7.45mm
Mounting method	Surface mounting type
Mounting system	Standard mount
Operating temperature range	-20ºC to +70ºC
Voltage resistance	500V AC 1 minute
Insulation resistance (initial)	1,000MΩ min.
Contact resistance (initial)	120mΩ max.
Lifespan	5,000 cycles

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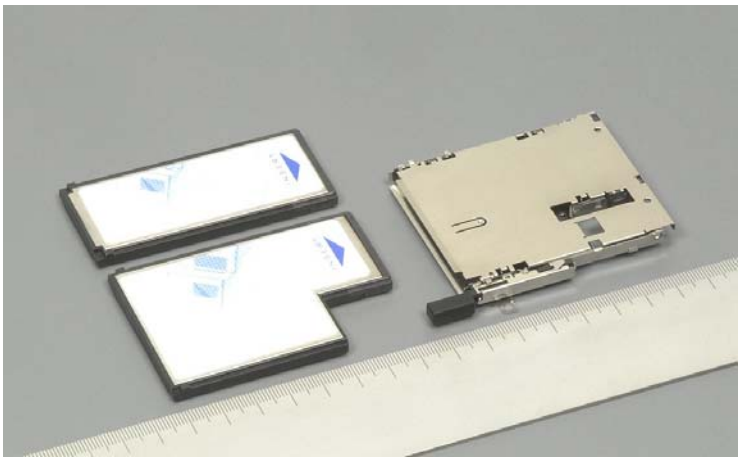

ALPS Electric Co., Ltd.
Since its establishment in 1948 ALPS has grown as a comprehensive manufacturer of electronic components. At present ALPS is creating innovative high-value-added products in its main business segments – Components, Magnetic Devices, Communications, Peripheral Products, and Automotive Electronics – which are contributing to the advance of a digital society. ALPS is a global company that carries out its operations with 23 production bases in 8 countries as well as 61 sales bases in 14 countries. Consolidated net sales in the year ended March 31, 2004 amounted to YEN 643 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.

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