

NEWS RELEASE

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ALPS Develops SPVR Series of Thin Lever-Type Detector Switches*Small, Thin, Detector Switch with a Long-Stroke and High-Contact Reliability Accomplished*

Duesseldorf, Germany, January 30, 2006 – ALPS has realized a smaller, thinner detector switch for use in digital cameras and other small digital devices. The ALPS SPVR Series thin lever-type detector switch was achieved through the application of a long-stroke and a two-sided sliding-contact point structure for high-contact reliability.

Today, the prevalence of increasingly smaller, thinner digital cameras, digital video cameras and other such digital devices is commonplace, while features of a progressively multi- and high-functional nature are prominent. Within this environment, ALPS is pursuing the development of products that users will find easier to use, as convenient device operation using the least amount of handling becomes possible. Sliding a digital camera cover open and close or engaging a power switch exemplify such operation. In order to activate a mechanism and allow for coordinated operation of the device itself, motion detection of the mechanism becomes necessary. ALPS' small detector switches are performing well in this regard.

The SPVR Series is a detector switch that makes detection from both a horizontal and vertical direction possible. Tailored for loading into profoundly small, thin digital devices, a smaller, thinner 3.6mm x 4.2mm x 1.2mm-size structure has been realized. Within this small frame, the detection function controlled by the stroke, from its resting point through a full push, secures 2.18 mm (on-stroke 1.75 mm). Owing to the feasibility of cumulative error absorption at the time of the set product's

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mechanism detection through this long-stroke, the SPVR Series has excellent usability for set product engineering.

Furthermore, a two-sided sliding-contact point structure has been adopted to facilitate the point of contact that is key to switch functioning. Through a tiny clip-type, two-sided, sliding-contact point structure, which makes use of ALPS' proprietary high-precision processing technologies, the SPVR Series has excellent contact reliability, can withstand vibration and impact, and is resistant to the penetration of dust and particles.

Features

Development of two-way lever-type detector switch with combined long-stroke and high-contact reliability

1. 3.6mm x 4.2mm x 1.2mm (W x D x H) – a smaller, thinner structure realized
2. Application of a two-sided sliding-contact point structure for high-contact reliability
3. Improved usability for set product engineering through a long-stroke accomplished

Principal Applications

- Digital cameras, digital video cameras, portable audio players, etc., mechanism detection of various small electronic devices
- Detection of the opening and closing of digital camera, mobile information terminal, notebook computer and other such device covers

Specifications

Product name		SPVR Series
Dimensions (W x D x H)		3.6mm x 4.2mm x 1.2mm
Maximum rating (resistance load)		1mA 5V DC
Contact resistance (initial/after lifespan)		3Ω max. / 5Ω max.
Operating force		0.35N max.
Lifespan	No load	50,000 cycles
	Load	50,000 cycles (1mA 5V DC)

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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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