

NEWS RELEASE

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ALPS Develops Slim-Format Side-push TACT Switch (SKSC Series)*Soldered for both higher strength and a more compact structure*

Duesseldorf, Germany, May 03, 2006 – ALPS has completed development of a slim-format, compact-sized Side-push[™] TACT Switch that is soldered for robust strength. The new SKSC series will be exhibited at the ALPS SHOW 2006, which is being held at the New Takanawa Prince Hotel (Hiten, Sakura, and Uzushio Rooms) in Minato-ku, Tokyo, for three days from May 24.

Manufacturers have been implementing remarkable advances in functionality within ever-smaller mobile telephones, personal audio players and other portable devices. To make this possible, developers have continuously reduced the mounting area for operating devices. Consequently, demand for small-format surface-mounting components has been increasing. Particular attention is now being paid to side-push switches, because this technology enables manufacturers to implement side-mounted functions and enables greater versatility in set design.

This side-push TACT switch moves the mounting position closer to the outer edge, thereby achieving a slimmer and more compact format. By making use of Alps' exclusive precision press and thin-wall structure technology, the engineers were able to create a low-profile, small-footprint structure that measures just 3.50 mm wide x 3.55 mm deep x 1.25 mm high – smaller than a grain of rice.

In addition, with its highly robust soldered construction, the side-push type TACT switch can withstand horizontal pressure on the circuit board. The Alps team used linear and non-linear simulations in CAE (Computer Aided Engineering) to perfect the design. The resulting product provides industry-leading high-

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strength solder joints, and the mounting area is contained within the smallest possible space. Furthermore, the metal dome contact is covered by an adhesive sheet, which seals the construction and provides superior protection against particles. Thanks to this protection against the intrusion of even minute foreign bodies, the operating device assures the highest levels of reliability.

The product is available in two operating capacity levels, and a positioning boss can also be added to provide a total of four variations, which significantly boosts versatility in product engineering and manufacturing.

Features

This newly developed side-push type TACT switch features a low-profile and compact dimensions as well as the industry's leading high-strength solder joints:

1. Size: slim, compact format (3.50 mm wide, 3.55 mm deep, 1.25 mm high).
2. Protection: tightly sealed construction assures high reliability.
3. Versatility: with two operating capacity levels and an optional positioning boss, four variations are available.

Principal Applications

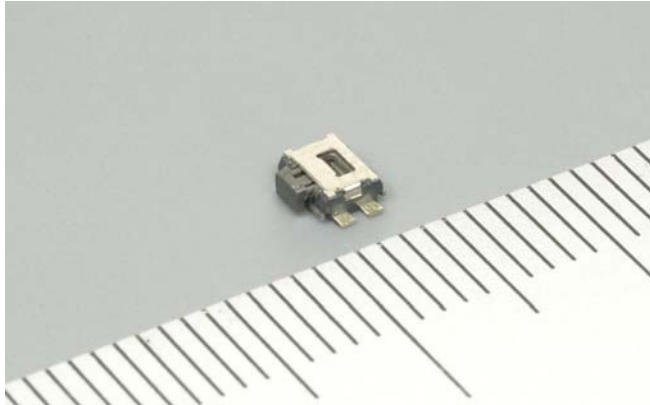
Mobile telephones, all types of mobile information terminals, digital audio players and personal audio equipment

Specifications

Product name	SKSC series
Dimensions (W x D x H)	3.50 mm x 3.55 mm x 1.25 mm
Operating force	1.57 N, 2.16 N
Travel	0.2 mm
Operating life	100,000 times
Ratings (max)	50 mA 12V DC
Contact resistance	100 mΩ, max.

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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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