

NEWS RELEASE

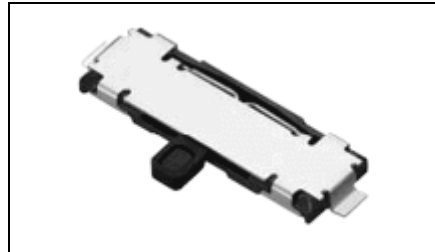
PR0608E

ALPS Presents Low Profile 0.9mm Slide Switch in SMD Format

Ideal solution for mode switching in mobile phones, digital still cameras, memory cards, notebooks, etc

Duesseldorf, Germany, June 10, 2008 – With the SSAH series ALPS ELECTRIC EUORPE GmbH offers a family of extremely low-profile slide switches. These surface-mountable components are remarkable for their high reliability, a travel length of 1.5mm and a height of only 0.9mm. Their mounting area measures 9.5mm x 3.0mm (L x W). The 1Pole-3Position switches are available with vertical slider positions and are rated for switching currents of up to 1mA at a maximum of 5V_{DC}. They have a long operating life of up to 10,000 switching cycles. The initial contact resistance is specified with a maximum of 200mΩ. Typical applications are all kinds of portable devices such as mobile phones, digital cameras, digital camcorders and notebooks where the new switches, for example, are used to change the operating mode. In addition, they can be used for switching functions of memory cards. The surface-mountable switches are suitable for lead-free reflow soldering.

For more information on the new the product please visit [http://www3.alps.com/e/npv_product/0520 SSAH/SSAH E.PDF](http://www3.alps.com/e/npv_product/0520_SSAH/SSAH_E.PDF)



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 9 countries as well as 57 sales bases in 14 countries. Consolidated net sales in the year ended March 31, 2008 amounted to YEN 693 billion.

ALPS ELECTRIC EUROPE 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 EUROPE GmbH, is based in Sweden and services the Scandinavian market.

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