

ALPS Offers a Reverse-Mount Stand-Off 1.8mm Type Connector for SD Memory Cards and Multimedia-Cards™

Duesseldorf, Germany, June 07, 2010 – With the SCDAAA0600, ALPS ELECTRIC EUROPE GmbH complements its card connector series with an additional model for SD Memory Cards and Multimedia-Cards™. The new product is designed as reverse-mount version with a 1.8mm stand-off. It is remarkable for its compact dimensions of only 29.1mm x 29.3mm x 4.7mm (W x D x H). The upper frame features a 4-GND terminal structure to provide good characteristics for ESD and noise. The card connector offers an 8.0mm ejection stroke for the storage media and a push-push mechanism that ensures easy handling through manual insertion and removal of the memory card. An internal mechanism prevents accidental card ejection.

The robust and precise manufactured card connector guarantees for an operating life of 10,000 insertion/removal cycles. Its operating temperature ranges from –25°C to +60°C. Further technical specifications are a maximum initial contact resistance of 100mΩ at the connector contacts and 500mΩ at the detection switch, an insulation resistance of up to 1,000MΩ and a voltage proof of 100V_{AC} per minute. The surface-mountable component complies with the RoHS (Restriction on Hazardous Substances) directive.

Thanks to its compact external dimensions and the 1.8mm stand-off which enables mounting of other components under the connector, the SCDAAA0600 increases the design freedom for set makers. The new connector is the ideal solution for digital still cameras, digital camcorders, electronic dictionaries, home AV

equipment (TVs, DVD players), notebooks, personal digital assistants, etc.

For more information on the new the product please visit
http://www.alps.com/products/e/npv_product/100525_SCDA/SCDA_E.PDF



ALPS Electric Co., Ltd.

ALPS Electric (Tokyo: 6770) is a leading global manufacturer of high-quality electronic components for mobile devices, home electronics, vehicles and industrial equipment. With the philosophy of "Perfecting the Art of Electronics" ALPS Electric supplies over 40,000 different components to about 2,000 companies all over the world. For more information, visit www.alps.com.

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, Milton Keynes, Stockholm, Gothenburg, and our sales office in Milan are coordinated from Düsseldorf.

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