

News from Alps

Dear customer,

On this and the following pages we would like to present the latest product news from Alps within the following product groups: Geomagnetic Sensors, Piezo resistive MEMS pressure sensor, Card connectors, TACT- and slide switches.

For further information, datasheets or samples please find contact details at the end of the document.

New Product Promotion News **3-axis Geomagnetic Sensor with Angular Velocity Detection** **"HSCD series"**

Angular velocity detection and electronic compass function is made possible with one sensor.



Features

-Small package size (2.5x2.5x0.7mm)

-Unique software technology enables both electronic compass and 3 axis angular velocity detection by one sensor device.

-High resistance element enables low power consumption.

Applications

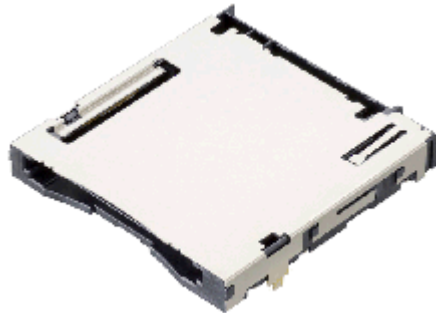
-Electronic compass for heading up.

-Motion sensing for mobile phone.

Pamphlet

http://www.alps.com/products/e/npv_product/091211_HSCD/HSCD-E.HTML

New Product Promotion News
Low-profile 3-in-1 Combine Type Connector
(SD Memory Card, MultiMediaCard^(TM), Memory Stick^(TM)
"SCDB3A02 Series"



Features

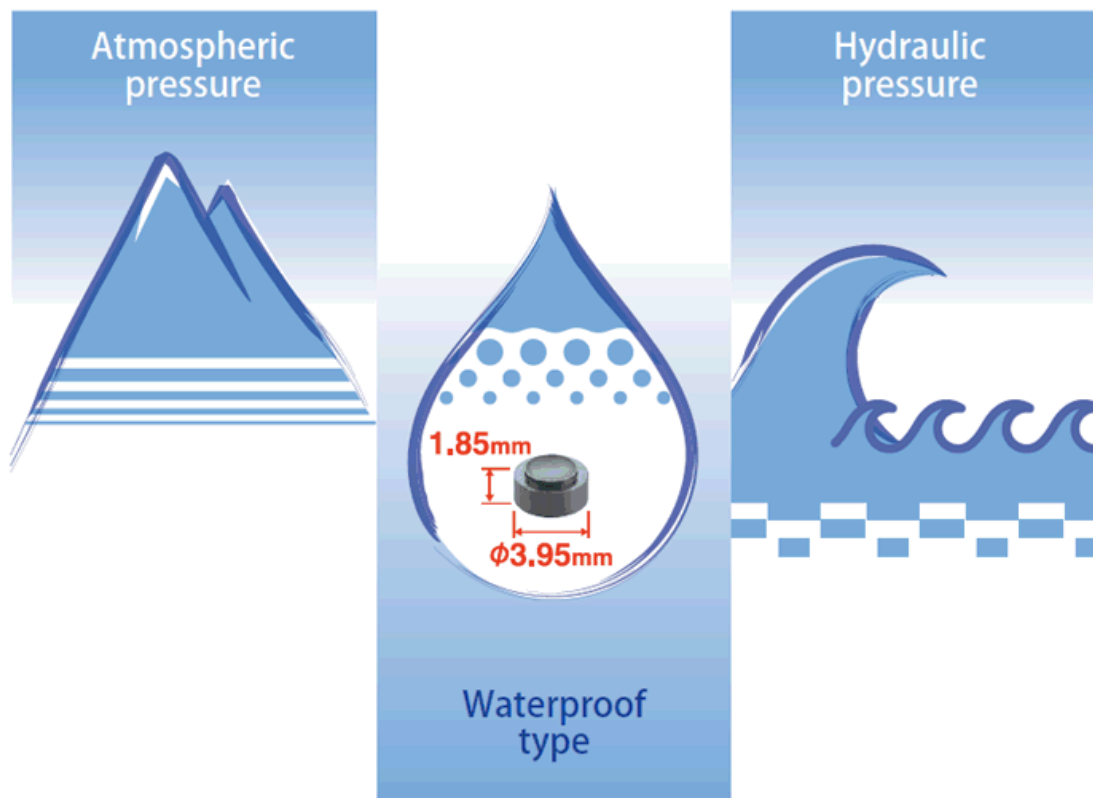
- 4.2mm height for smaller, thinner and lighter product design.
- Detection switch in sliding contact structure ensures high reliability.
- 6.5mm eject stroke for easy operation.
- Stable coplanarity due to insertion molding structure.

Applications

- Notebook PCs, personal digital assistants, home AV equipment (TVs, DVD players), etc.

New Product Promotion News
Piezoresistive Type Waterproof MEMS Pressure Sensor
(to Detect Absolute Pressure) "HSPPA series"

Increased applications in air and water pressure detection.



Features

-World's smallest class realized in a compact size $\phi 3.95 \times 1.85 \text{mm}$

-Supports up to 20 atmospheric pressures in a waterproof package.

Applications

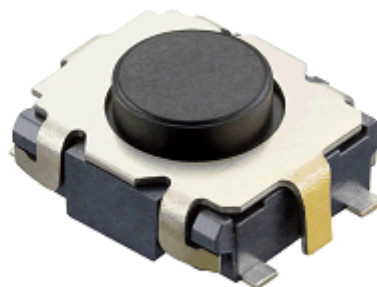
-Altitude / atmospheric pressure detection in mobile phones, portable navigation, pedometers and other mobile equipment.

-Water / hydraulic pressure detection in divers watches, digital still cameras, and digital camcorders.

Pamphlet

http://www.alps.com/products/e/npv_product/091217_HSPPA/HSPPA-E.HTML

New Product Promotion News
TACT Switch ^(TM)
High Operating Force and Long Life Type
for Automotive Use "SKSG Series"



High operating force of 4N, and long life of 200,000 cycles.

Features

- High operating force and compact size of 3×2.7×1.4mm(W×D×H).
- Achieves long life of 200,000 cycles.
- 1.6N type also available.
- Available for reflow soldering.

Applications

- Operation switch for remote key-less entry systems, car navigation systems, car AV equipment, etc.
- Operation switch for portable audio players, digital still cameras, game controllers, and other general purpose equipment(1.6N type).

Pamphlet

http://hq--s-00240.tokyo.alps.intra/promotion/Pamphlet/2%20English/SKSG_e.pdf

Planned Release

- Sample production: From March 2010
- Mass production: From April 2010

New Product Promotion News
TACT Switch(TM) High Operating Force Type
for Automotive Use
"SKPR Series"

High operating force of 5N, and long life of 100,000 cycles.



Features

- High operating force and compact size (7.8×7.5×6.5mm).
- Metal contact provides low contact resistance.
- Soft feeling with low-operating noise.

Applications

- Operation switch for car navigation systems, car AV equipment, steering modules, etc.

Pamphlet

http://www.alps.com/products/e/npv_product/100305_SKPR/SKPR-E.HTML

Planned Release

- Sample production: From March 2010
- Mass production: From March 2010

New Product Promotion News
Low-profile Height 0.7mm Slide Switch
"SSAJ Series"

Low-profile 0.7mm with 1-pole, 2-positions.



Features

- Compact and low-profile size (5.5×2.5×0.7mm).
- Metal plate inside of mold actuator achieves durability.
- Unique structure contributes to sharp click feeling and 1.5N operating force.
- Available for lead-free soldering.

Applications

- Power switch and hold function for mobile phones, digital still cameras, digital video camcorders, portable media players, notebook PCs, etc.

Pamphlet

http://hq--s-00240.tokyo.alps.intra/promotion/Pamphlet/2%20English/SSAJ_e.pdf

Planned Release

- Sample production: From February 2010
- Mass production: From February 2010

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