

NEWS RELEASE

PR0212E

ALPS Develops and Commences Mass Production of “SSCQ Series” Compact Two-Way, Two-Stage Detector Switch*Industry's Smallest Design, Ideal for Digital Camera Zoom Control*

Duesseldorf, Germany, March 07, 2012 – ALPS ELECTRIC EUROPE GmbH has developed the SSCQ Series compact detector switch with two-position output in two directions for use in zoom lever control of mobile devices such as compact digital cameras and digital camcorders. Mass production commenced in February 2012.

Compact digital cameras are widely used because they are easy to both carry and use, and more now include functions like high-power zoom and full high-definition video recording in response to diversifying needs. As electronic devices become more sophisticated, their parts have to be made smaller and must provide advanced functionality, such as the ability to control multiple functions.

The existing SSCM Series two-way detector switch for use with zoom levers of compact digital cameras has been valued highly by the market. By giving the switch two detection positions in each direction and reducing its size, ALPS has now developed the industry-smallest SSCQ Series compact two-way, two-stage detector switch. Mass production is already underway. Two detection positions in each direction, or four positions in total, allows control over zoom speed depending on how far the zoom lever is moved.

The size of the switch was reduced using proprietary design simulation and precision processing technologies acquired by

ALPS over the years. But despite being the smallest in the industry, with a mounting area approximately 30% smaller than earlier products, and height reduced by approximately 40%, the SSCQ Series also achieves high functionality by enabling two-stage detection in each direction.

The switch lever is longer than levers of earlier switches and is taller than the main body of the switch. This design makes the switch lever easier for the protrusion on the device's zoom lever to catch. The result is greater freedom in device zoom lever design. (See Fig. 1)

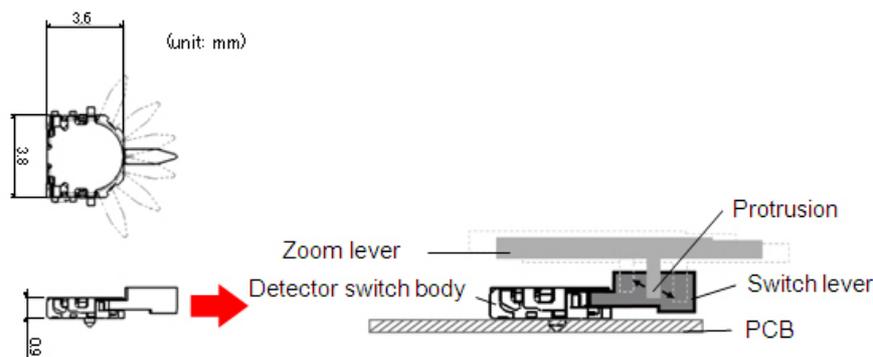


Fig. 1: The lever of the switch is long and higher above the PCB than the switch body, making it easier for the protrusion on the zoom lever to catch.

Features

The SSCQ Series detector switch is the industry's smallest and realizes high functionality with two-position detection

1. Two-way detector switch with the smallest mounting area.
2. Single circuit with four contacts (two detection positions on each side) supports greater functionality of devices.
3. Longer, taller lever ensures reliable position detection.

Principal Applications

Control of high-power zoom for digital cameras and other mobile devices.

Specifications

Product name	SSCQ Series
Dimensions (W × D × H)	3.8mm x 3.6mm x 0.9mm
Maximum rating (resistive load)	1mA 5V DC
Minimum rating (resistive load)	50µA 3V DC
Contact resistance(Initial/After lifetime)	2Ω max. / 5Ω max.
Operating force	0.35N max.
Operating life	50,000 cycles

For more information on the new product please visit
http://www.alps.com/products/e/npv_product/120301_SSCQ/SSCQ_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, Gothenburg, and our sales office in Milan are coordinated from Düsseldorf.

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