

NEWS RELEASE

PR0518E

Alps to exhibit at electronica 2018 – Hall B4, Booth 343

Munich, Germany, October 30, 2018 – Alps will again be exhibiting at the upcoming electronica show to be held at the Munich Messe between Tuesday 13th and Friday 16th November 2018.

The Alps booth, located at Hall B4, 343, will exhibit the latest products and technologies created with Alps' original technologies for Automotive, Healthcare, Industrial and Environment & Energy markets.

A wide variety of products will be showcased covering an ever widening range of applications relating to Connectivity, Sensors, Human Machine Interface, Power Management and IoT. Demonstrations will illustrate how haptic, sensor and electro-mechanic components can be utilized as well as examples of co-operation with development partners showing how Alps' devices can be integrated into final products where monitoring and connectivity are required whether it be in the home or at an industrial level.

Alps strives to be involved right from the pre-development stage, building close partnerships with electronics manufacturers - Alps' customers - to make sure the best electronic components and solutions are available at all times. Alps' unique "monozukuri" (encompassing all aspects of product creation) style allows Alps to stay attuned to the market and respond quickly to its diverse needs, allowing the development and promotion of unique, innovative, and superior products.

Alps' approach to "monozukuri" is summed up in the phrase, "Perfecting the Art of Electronics." In other words Alps is very much focused on creating products that are right, unique and green. Besides a refined appearance, products must be of high quality and perform the desired function while having little impact on the

environment because they are both energy- and resource-efficient.

For over sixty years, Alps has developed and refined numerous proprietary technologies and remains dedicated to “Perfecting the Art of Electronics” through ongoing technological advancement and innovation.

With an extensive global Manufacturing and R&D network in support, Alps' local Sales and Product Engineering teams look forward to fruitful discussions with both existing and potential new customers during the electronica show.

Exhibition	Electronica 2018
Dates	November 13 - 16, 2018
Venue	Messe Munich, Munich, Germany
Booth location	B4-343
Exhibits	Internet of Things (IoT): Sensor network module Diverse sensor technology + LPWA Disappearing sensor Automotive: Connected vehicles (interior, exterior) Sensors for automotive Haptic: Haptic trigger Haptic reactor

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 2013 the European Head Office has been located in Munich and as such co-ordinates the Sales, Marketing and Product Engineering activities of our offices in Dusseldorf, Paris, Milton Keynes, Gothenburg and Milan, as well as the production activities of our manufacturing site in Dortmund.

Contact:

Alps Electric Europe GmbH
Phone.: +49-89-321421-0
Fax: +49-89-321421-205
Email: info@alps-europe.com
Internet: www.alps.com

PR Agency:

MEXPERTS AG
Peter Gramenz
Phone: +49 (0)8143 59744-00
Email: peter.gramenz@mexperts.de
Internet: www.mexperts.de
Press Portal: www.presseagentur.com

This news release is available electronically at
<http://www.presseagentur.com/alps/en/>