

NEWS RELEASE

PR1905E

ALPS Develops Three Types of Memory Stick Micro Connectors: the SCNA, SCNB, and SCNE Series*World's Smallest IC Recording Media Connectors*

Duesseldorf, Germany, October 26, 2005 – Alps has announced the simultaneous development of three types of Memory Stick Micro connectors: the SCNA, SCNB, and SCNE Series.

In recent years, small memory cards of various standards have been rapidly adopted for recording media used with mobile telephones, digital cameras, mobile information terminals, and other devices. In addition, the set products with which they are used have been greatly reduced in size and thickness, and the number of functions such devices perform has been increased. This has limited the space available for installation of memory-card connectors, requiring reductions in the size of memory cards themselves. In response to the development of the new Memory Stick Micro miniature recording media, Alps has quickly developed three types of connector for use with the Memory Stick Micro. These are the world's smallest IC recording media connectors (by volume).

Alps has developed significant expertise in precision microprocessing technology and mechanical design in the course of its development and production of other recording media connectors, and this expertise was brought to bear on the development of these products. The advantages of reductions in the size of recording media would be negated if connectors were significantly larger than the media. These new products have a small mounting area, which eliminates that drawback, and can be used where installation space is minimal. In addition, a half-lock mechanism prevents the uncontrolled ejection of media.

ALPS Electric Europa GmbH
Hansaallee 203
40549 Düsseldorf
Tel. +49-(0) 211-59 77-0
Fax +49-(0) 211-59 77-146
www.alps.de

This product series includes the SCNA series push-push type connectors, with which the media are pushed once to seat and once more to eject, the SCNB series header-type connectors, with which media are pushed once to seat and pulled to eject, and the SCNE series hinge-type connectors, with which the top of the product is opened to allow insertion and removal of the media. These three types were developed simultaneously, and will allow set manufacturers greater freedom of design.

Features: Industry's first series of three types of connectors for use with the Memory Stick Micro

1. World's smallest IC recording media connectors
2. Small mounting area prevents negation of size advantage of Memory Stick Micro
3. Connectors offering three types of insertion/ejection systems developed simultaneously
4. Half-lock mechanism prevents the uncontrolled ejection of media

Principal applications

Mobile telephones, various mobile information terminals, digital cameras, small audio devices, etc.

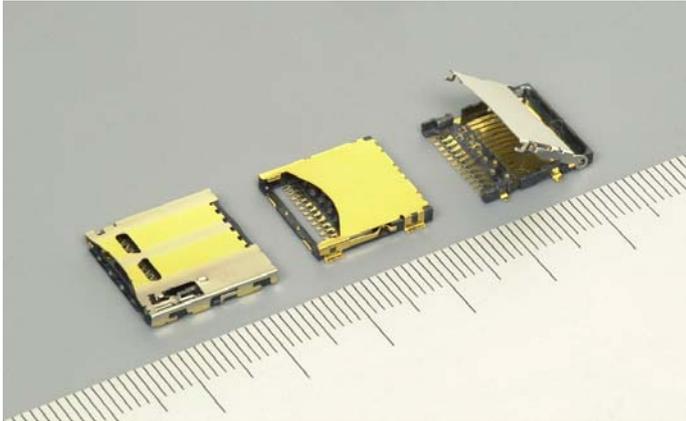
Specifications

Product name	SCNA series	SCNB series	SCNE series
Dimensions (Length × width × height)	15.0mm × 14.90mm × 1.80mm	13.90mm × 13.45mm × 1.80mm	13.65mm × 13.50mm × 1.80mm
Media ejection structure	Push-push ejection type	Header type	Hinged-cover type
Mounting method	Surface mounting type		
Mounting system	Standard mount		
Operating temperature range	-25 to 85°C		
Voltage resistance	250V AC		
Insulation resistance (initial)	1000MΩ min		
Lifespan	12,000 cycles	500 cycles	

Memory Stick and Memory Stick Micro are trademarks or registered trademarks of Sony Corporation.

ALPS Electric Europa GmbH
 Hansaallee 203
 40549 Düsseldorf
 Tel. +49-(0) 211-59 77-0
 Fax +49-(0) 211-59 77-146
 www.alps.de

This news release and a press photo are available electronically
at <http://www.presseagentur.com/alps/en/>



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 8 countries as well as 61 sales bases in 14 countries. Consolidated net sales in the year ended March 31, 2004 amounted to YEN 643 billion.

ALPS Electric Europa 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 Europa GmbH, is based in Sweden and services the Scandinavian market.

Contact:

ALPS Electric Europa GmbH
Ulrich Kuhs / Sandra Koßmann
Phone.: +49-211-59 77-170 / -171
Fax: +49-211-59 77-146
Email: presse@alps.de
Internet : www.alps-europe.com

PR Agency:

MEXPERTS AG
Kurt Loeffler / Peter Gramenz
Phone.: +49-89-897361-0
Fax: +49-89-87 29 43
Email: kurt.loeffler@mexperts.de
Internet: www.mexperts.de
Press Portal: www.presseagentur.com

ALPS Electric Europa GmbH
Hansaallee 203
40549 Düsseldorf
Tel. +49-(0) 211-59 77-0
Fax +49-(0) 211-59 77-146
www.alps.de