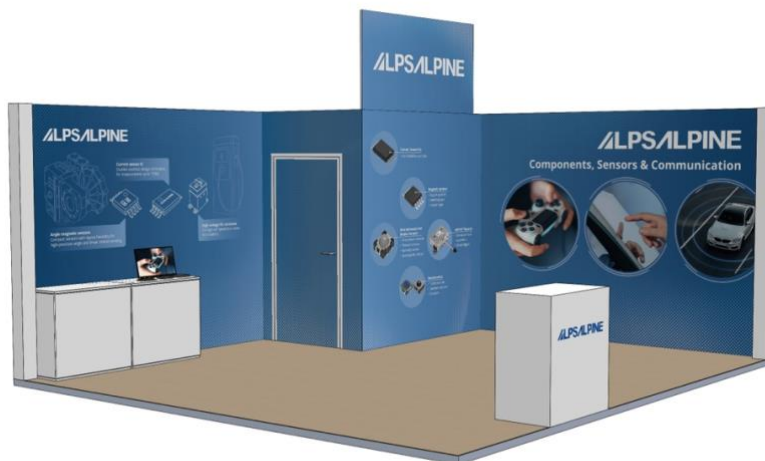


## NEWS RELEASE

PR0225EN

### **Alps Alpine at PCIM 2025 in Hall 5, Stand 316 – Sensors and ICs for Automotive Applications**

**Munich, Germany – April 16, 2025** – At this year's PCIM Europe – the leading trade fair for power electronics in Nuremberg, Germany (May 6<sup>th</sup> – 8<sup>th</sup>) – Alps Alpine will be presenting a wide range of sensors, sensor modules and ICs developed for the automotive, industrial, environmental and energy markets under the motto “The world of power electronics united in one hub” in hall 5, booth 316.



#### **Current Sensor ICs and integrated modules**

Alps Alpine has effectively leveraged the know-how and technology acquired from developing various types of sensors to bring current sensors for battery-powered electric vehicles (BEVs) to market. By using innovative magneto-resistive technology, it is possible to measure current without using a magnetic flux concentrator, which is required in other designs. The result is a compact product that increases design freedom when integrated

into traction inverters or the battery of an electric vehicle and improves energy efficiency, thus contributing to decarbonization.

### **Magnetic Sensor ICs**

Magnetic sensors are devices that detect the size, direction and degree of change in the magnetism and geomagnetism that is emitted by magnets and currents and convert that into electrical signals. The small-sized magnetic sensors from Alps Alpine are made using the proprietary technology that the company has developed across many years of experience and are at use in a wide range of applications such as in contactless switches, as well as angle and direction detection.

### **DC-DC contactor relay**

The new DC-DC contactor relay is designed for high-speed self-shutoff from the battery. It was specifically developed for electric vehicles (EVs).

This is part of a new concept currently being explored at Alps Alpine, aimed at contributing to the development of **safe and functional systems** for next-generation mobility.

### **Visit Alps Alpine's website for more information:**

[Magnetism Technology | Technologies | Products & Technologies | Alps Alpine](#)

[Sensor & Communication Products | Products | Products & Technologies | Alps Alpine](#)

**Alps Alpine Co., Ltd.**, founded in 1948 in Japan, is one of the world's largest independent manufacturers of electromechanical components and in-vehicle infotainment products. Headquartered in Tokyo, Alps Alpine maintains ca. 100 group companies across the Americas, Europe, and Asia. With ultimate specialist knowledge and reliability, Alps Alpine develops, produces, and markets electromechanical components as well infotainment and next generation mobility lifestyle products such as Audio, Display, Communication and Drive Assist on a worldwide basis.

As a subsidiary of Alps Alpine Co., Ltd., **Alps Alpine Europe GmbH** has been serving European customers for more than 40 years. Based in Munich, our head office in Europe

combines a team of specialists in Sales, Marketing, Engineering and R&D. Including our sales offices in many other major cities such as Duesseldorf, Stuttgart, Wolfsburg, Gothenburg, Milton Keynes, Milan and Paris, Alps Alpine Europe GmbH employs around 560 people. Alps Alpine also has manufacturing locations in Ireland, the Czech Republic and Hungary to serve primarily our European customers.

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