

NEWS RELEASE

PR0714E

ALPS Introduces “SKTD Series” Side Push TACT Switch™*Realizing Excellent Operating Feel and Long Life*

Munich, Germany, June 03, 2014 – ALPS ELECTRIC EUROPE GmbH has developed and added to its product lineup the “SKTD Series” Side Push TACT Switch™ (IP67-rated), ideal for embedding in smartphones and other mobile devices.

Smartphones and other mobile devices are becoming increasingly portable and sophisticated, requiring the electronic components inside them to be ever smaller and thinner.

Switches employed in these devices, in addition to being compact, must also be reliable with the durability to withstand unexpected events such as dropping, as well as dust and water resistance to allow outdoor use.

Responding to these market needs, ALPS has developed the SKTD Series Side Push TACT Switch™ and added it to its product lineup.

The SKTD Series contributes to smaller and thinner end products since the height of the switch above the PCB is restricted to 1.55mm. The construction was optimized for surface mounting to ensure outstanding strength when installed and to realize both an excellent operating feel and long operating life. Despite its compact size, the product also conforms to an IP67 rating for dust and water resistance due to a hermetically sealed contact structure created through application of proprietary mechanical engineering technology.

Furthermore, since the product is a surface mount type that can be installed directly on a PCB, a flexible or sub PCB for connecting switch and board is not required, thus contributing to cost reductions in end product design.

ALPS continually maintains a diverse product lineup to be able to fulfill requirements for incorporation into smartphones and other mobile devices, including the growing need for smaller, thinner components compatible with a variety of usage environments.

Features

Side push TACT Switch™ realizing an excellent operating feel and a long life

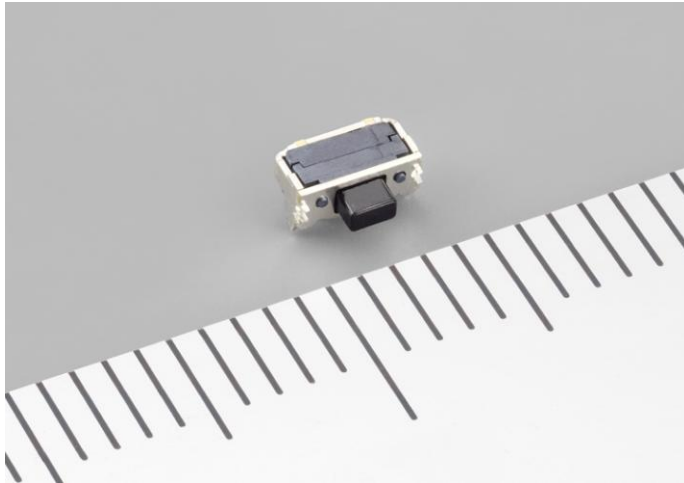
1. Excellent operating feel achieved by enabling operation horizontal to the PCB
2. Height of only 1.55mm above the PCB contributes to thinner devices
3. Soldering of the frame realizes outstanding strength when mounted
4. Sealed contact structure ensures a highly reliable switch (IP67 dust and water resistance)

Principal Applications

Smartphones, other mobile devices, cameras and wearable electronics

Specifications

Model	SKTD Series
Dimensions (W x D)	3.90 mm x 2.90 mm Installed height: 1.55 mm
Operating force	1.6 N
Travel	0.15 mm
Operating life	200,000 cycles
Rating (max.)	12V DC 50 mA
Initial contact resistance	500 mΩ max.



For more information on the new the product please visit
http://www.alps.com/products/e/npv_product/140528_SKTD/SKTD_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 2013 the European Head Office has been located in Munich and as such co-ordinates the Sales, Marketing and Product Engineering activities of our branch offices in Munich, Düsseldorf, Paris, Milton Keynes, Gothenburg as well as our sales office in Milan.

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