

NEWS RELEASE

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**ALPS Electric to exhibit at CeBIT, 2017 –
Hall 4, Booth A38**

Munich, March 06, 2017 – ALPS Electric will be exhibiting at the upcoming CeBIT show to be held at Deutsche Messe, Hannover between Monday 20th and Friday 24th March, 2017.

The Partner Country at CeBIT 2017 will be Japan which thus pairs the world's leading event for the digitalization of business, government and society with an absolute global frontrunner in R&D and all aspects high-tech and digital.

The Alps Electric booth, located at Hall 4, A38 (82) Japan Pavilion Element Zone, will exhibit a select range of the latest products and technologies created with its original technologies for Automotive, Healthcare, Industrial and Environment & Energy markets.

A 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 its 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 Electric strives to be involved right from the pre-development stage, building close partnerships with electronics manufacturers - its customers - to make sure the best electronic components and solutions are available at all times. Alps Electric's unique "monozukuri" (encompassing all aspects of product creation) style allows the company 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 Electric's 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 Electric 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 Electric's local Sales and Product Engineering teams look forward to fruitful discussions with both existing and potential new customers during the CeBIT show.

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.

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

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