

NEWS RELEASE

PR0120E

Alps Alpine Expands SKSU Series Automotive TACT Switch™ Lineup

Compact and Quiet Middle Stroke Type

Munich, Germany, March 12, 2020 – Alps Alpine Co., Ltd., has added a new model, with 5N operating force and 1.04mm travel, to its SKSU Series compact, middle-stroke TACT Switch™ lineup suitable for automotive use. Mass production begins in April 2020.

As an automobile safety consideration, input switches inside vehicles are increasingly integrated into the steering wheel area for drivers to operate without taking their eyes off the road. Moves to place driving automation controls at drivers' fingertips, too, are also picking up pace given that Level 2 and Level 3 automated driving, the focus of current commercialization efforts, require switching between human driver and automated driving system modes depending on the circumstances, an action that makes use of switches and must be performed quickly in an emergency.

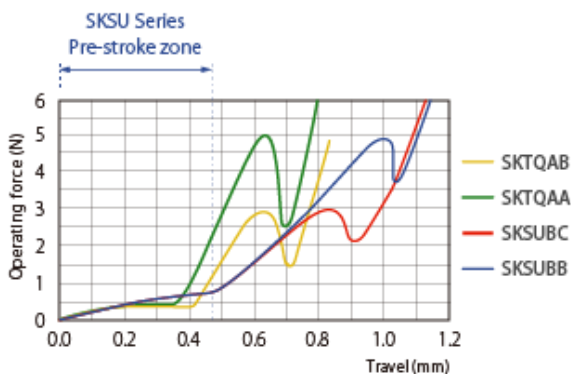
Automakers are also stepping up requests for the feel of human-machine interfaces to be customized as a way of establishing a strong brand image. This creates additional need for an even more unique and diverse lineup of switches for automotive use.

Alps Alpine responds to these needs of the market and customers with the development of a new model for its SKSU Series of compact and quiet TACT Switch™ products. The SKSUBBE010 has a 1.04mm travel, at the longer end of the middle stroke range, and a relatively heavy 5N operating force. These characteristics both enhance clarity, helping to prevent accidental operation, and impress with a premium operating feel. The SKSUBBE010 also incorporates a pre-stroke design – a well-received feature of existing automotive TACT Switch™ products – helping to prevent rattling* while integrated into the end product.

Because the SKSU Series has mounting compatibility with the existing SKTQ Series, customers using an existing product can choose the best operating feel for their vehicle brand without having to modify the board design.

Alps Alpine has developed and manufactured around 30 main types of TACT Switch™ for automotive use. Through ongoing additions to an already diverse feel variety, Alps Alpine will attend to the needs of the market and customers while contributing to a more comfortable experience for vehicle users.

Customers can choose the right operating feel for their brand from a diverse selection of styles:



		Operating force	
		3N	5N
Travel	0.71mm	 SKTQABE010	 SKTQAAE010
	0.9~1.04mm	 SKSUBCE010	 SKSUBBE010

Features

Compact and quiet middle stroke type with heavy operating force

1. Compact but with heavy 5N operating force and 1.04mm middle stroke for a clear push feel
2. Pre-stroke design helps prevent rattling
3. Existing SKTQ Series products can be replaced without modifying board design
4. IP67-equivalent dust and water resistance

*Rattling noise caused by parts making contact with one another when vibrations are applied to the product

Principal Applications

- Steering wheel area and onboard units for center console panels
- Car audio, navigation and other systems
- Other premium HMI applications demanding quiet operation

Specifications

Model	SKSUBBE010	SKSUBCE010 (Ref.)	SKSUAAE010 (Ref.)
Dimensions (WxDxH)	5.3 x 5.4 x 4.34mm	5.3 x 5.4 x 4.34mm	5.3 x 5.4 x 3.85mm
Operating force	5N	3N	3.5N
Travel	1.04mm	0.9mm	0.7mm
Operating life	250,000 cycles		
Rating (max.)	16V DC 50mA		

Alps Alpine Co., Ltd. On January 1, 2019, Alps Electric Co., Ltd. and Alpine Electronics, Inc. integrated their businesses and started out afresh as Alps Alpine Co., Ltd with 42,289 employees. Alps Alpine will steadily bring about synergies by drawing on the two companies' advantages in core devices, system design and software development.

The new company will endeavour to create its own unique value for not only the automotive market, but also mobile devices and consumer electronics, as well as new sectors such as energy, healthcare and industry. For more information please visit www.alpsalpine.com

Alps Electric Europe GmbH, a subsidiary of Alps AlpineCo., 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.alpsalpine.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/>