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Alps Electric Exhibits at Sensors Expo 2016, Expanding Product Offerings Include Sensors for Automotive

San Jose, CA, USA, June 22, 2016 – Alps Electric will be exhibiting this week at Sensors Expo 2016, the premier sensors show, June 22-23 at the McEnery Convention Center in San Jose, Booth #1010. Please stop by and check out our exciting demos and product offerings.

New this year: “Sensors for Automotive”

Alps Electric has been in the Automotive Sensors business for many years. “This is our 3rd year exhibiting at Sensors Expo, and the first time including Sensors for Automotive in the heart of Silicon Valley, a new hotbed for IT and Automotive industry collaboration,” said Yuji Suda, Engineering Manager of Alps Electric North America. “Our business has been structured to support both Consumer Electronics and Automotive as two wheels on the same axle. And this is the first time that our exhibit features both segments in a compact and intuitive fashion. We hope those attending our booth #1010 will have a productive and informative visit, particularly with our rich set of live demonstrations.”

The Alps Electric Booth demonstrations include:

- Sensors
 - Pressure Sensor: 0.5m Altitude Detection demo
 - Force Sensor: Grasp Force Detection demo
 - BAW Gyro Sensor: Shock & Vibration Immunity demo
- Sensor Network Module
 - Smart Eyeglasses demo
- Sensor for Automotive, **NEW!**
 - Turbocharger Sensor demo
 - Swirl/Tumble Sensor demo
 - Magnetic EGR Sensor demo
 - 3-in-1 Sensor demo

About 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 <http://www.alps.com>.