

## ALPS; Japan's Top Producer of Electronic Parts

*With 27 years of experience in the field of electronics, Alps has always continued to maintain its position as a leader in technological innovation and production capacity in the rapidly expanding field of electronics. With the news media becoming more and more complicated and diversified, there has been increasing demand for more sophisticated electronic parts. To satisfy this increased demand, the company continues to concentrate on developing the highest level of technology, becoming an integrated electronic parts maker capable of supplying highly functional electronic part units rather than just individual parts.*

*Alps also designs and manufactures its own products, producing six major lines: switches, variable condensers, volume controls, tuners, magnetic heads and tape decks.*

*This in turn, has gained Alps the reputation internationally of being a top maker of electronic parts.*

*Accompanying this rapid advance, Alps has become an international enterprise, not only as an exporter of electronic parts, but also for its technological assistance and joint ventures abroad. For example, several years ago Alps signed a contract to supply technological assistance to two companies in the U.S. Alps also has established a joint venture with a U.S. company to supply technology on a reciprocal basis. In India, Alps formed a joint venture with one company and signed a contract for technological assistance with another company.*

*Alps also established joint ventures in Taiwan and Korea. To expand and develop new applications for integrated circuits, Alps formed Alps do Brazil, a joint venture company in Brazil and Alps Motorola Semiconductors Inc., a joint venture with Motorola of the U.S. Progress in chemistry and technology continues at a rapid pace. As a result, electronic parts have come to play an extremely important role in today's information-oriented society.*

*Alps continues to stress specialization in each of its divisions as well as place special emphasis on research development at its central research institute and its engineering center, which has enabled the company to produce the highest quality products through an integrated production system.*

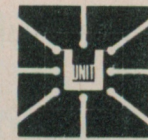
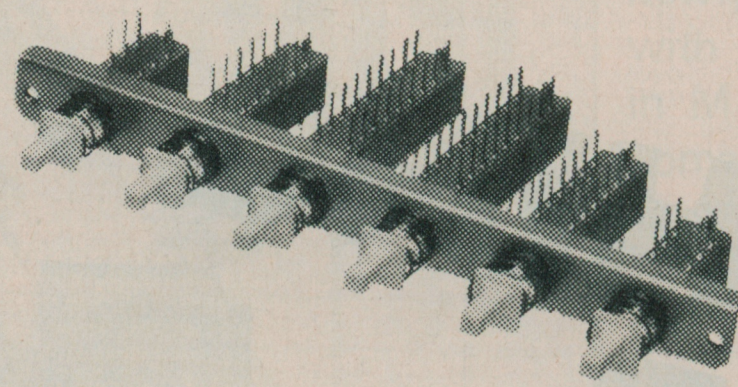
*The future of the electronics industry promises many new and exciting developments and Alps will continue to play a significant role as Japan's top producer of electronic parts.*

## Alps Electronics Parts the active driving force behind the electronics industry

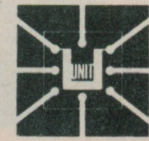
Alps Electric is Japan's top broad-line electronic components maker, and a leader in both consumer and industrial fields. It applies specialized technological expertise to meet the requirements of the industry, and its products have built up a reputation for quality and supply stability.

Alps produces switches, variable resistors, TV tuners, variable capacitors, FM tuners, magnetic heads, tape decks and keyboard switches, among others.

### Push switches SUE



The double-faced contact design upgrades both the electrical and mechanical characteristics. The rich selection of key pitches, terminal shapes and mounting heights above the printed board, meet the requirements of any finished products.

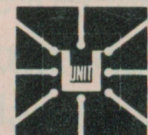
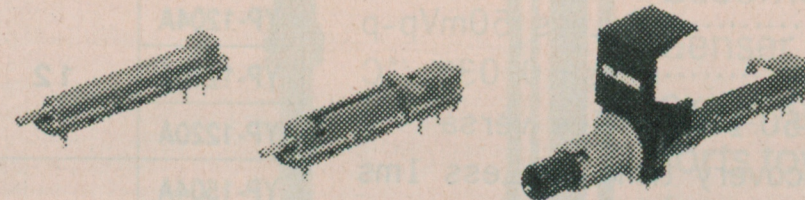


### Keyboard switches AKC8 (for TV tuning)



The special leaf spring ensures a consistent contact action irrespective of the force used to actuate the key. The key-top is compact and features a tactile feedback mechanism specially designed according to the principles of human factors engineering.

### Multi-turn potentiometers LFQ4R (with band-change switch)



With excellent resolving power and with voltage drift kept to the absolute minimum, this unit is the ultimate in cost/performance. Also available is a variety of rectangular multi-turn potentiometers, which provide a wide degree of freedom in the design of consumer products such as electronic TV tuners.

# ALPS

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