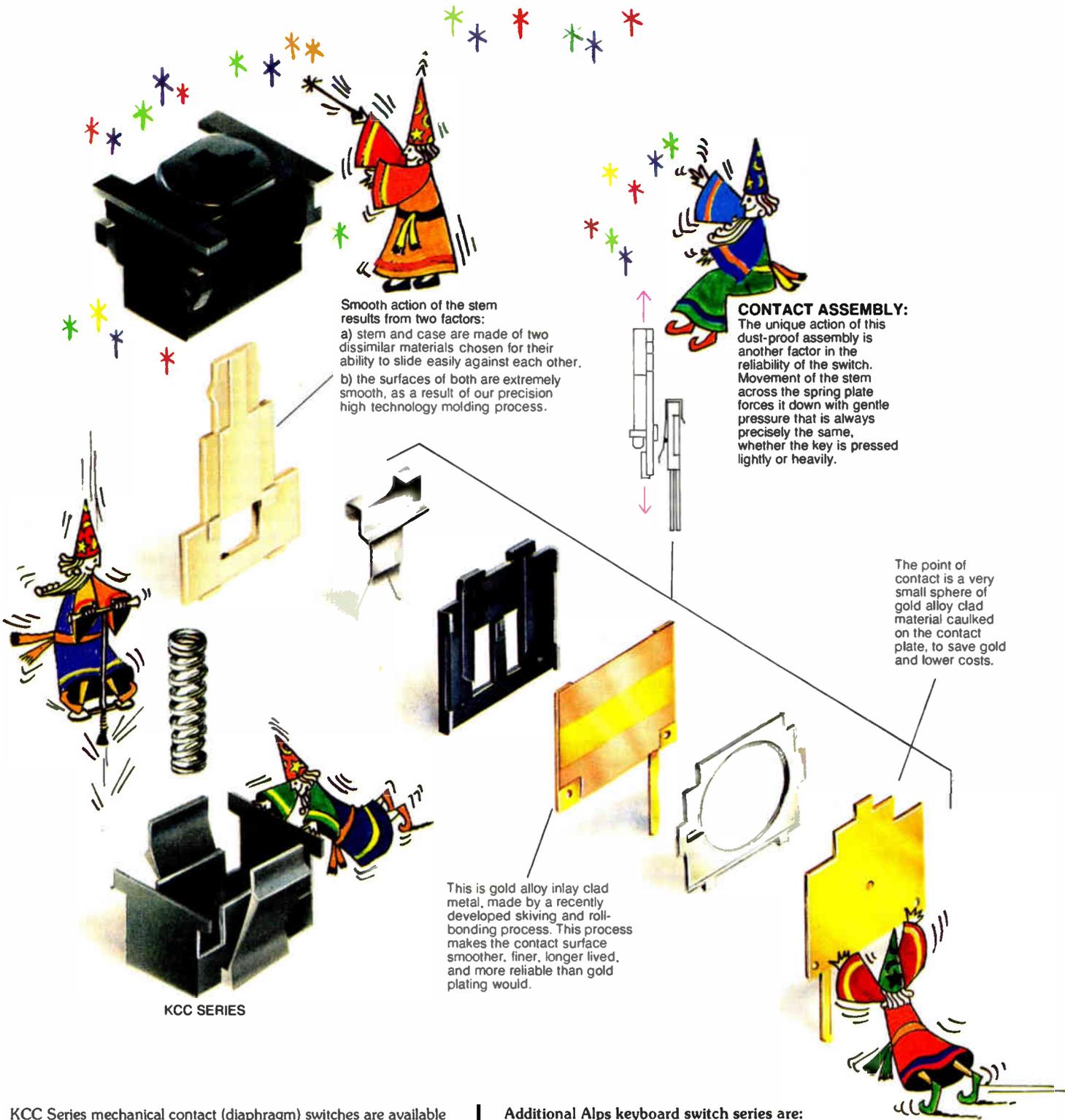


The Wizards of ALPS



Smooth action of the stem results from two factors:
 a) stem and case are made of two dissimilar materials chosen for their ability to slide easily against each other.
 b) the surfaces of both are extremely smooth, as a result of our precision high technology molding process.

CONTACT ASSEMBLY:
 The unique action of this dust-proof assembly is another factor in the reliability of the switch. Movement of the stem across the spring plate forces it down with gentle pressure that is always precisely the same, whether the key is pressed lightly or heavily.

The point of contact is a very small sphere of gold alloy clad material caulked on the contact plate, to save gold and lower costs.

This is gold alloy inlay clad metal, made by a recently developed skiving and roll-bonding process. This process makes the contact surface smoother, finer, longer lived, and more reliable than gold plating would.

KCC SERIES

KCC Series mechanical contact (diaphragm) switches are available with and without locking and LED indicators. Applications include CRT terminals, personal, business, and scientific computers, electronic cash registers, banking terminals, etc. They are currently being used by two leading manufacturers of personal computers.

- Additional Alps keyboard switch series are:**
- KGF & KGL (Reed switches)
 - KCF (Mechanical contact, diaphragm)
 - KEH & KED (Electrical conductive rubber contact)
 - KFF (Mechanical contact, cross bar contact) tactile feedback.

make keyboard switches with so much reliability that you'll be glad to pay a little more & wait a little longer.

How much reliability is that?

Well, KCC switches like the one our Wizards are assembling on the opposite page, are regularly tested in our lab. And every one we've tested so far has been operated well over 50 million times, without a sign of wear.

How do we get this reliability? Naturally, when you have wizards working for you, anything is possible. But more concretely, we start with the basic raw materials, do our own tooling, punching and molding. We build automatic machines to make every part, and to assemble the final switches. Thus we exercise total in-house control over the entire process.

You can read about some of the other reasons for Alps reliability on the opposite page.

The reason you'll have to wait a little longer for our switches is that they're made in Japan; and while we can fill even the most exacting custom order as fast as anybody else, it does take a little time to get it here.

In case you never heard of us, Alps is now in its 33rd year of manufacturing a tremendous variety of electro-mechanical and electronic equipment and components, from television tuners to variable capacitors and variable resistors, from digital impact printers to cassette mechanisms. We have long been known as one of Japan's most innovative manufacturers, and have

been meeting the stringent demand of OEM design engineers, worldwide, from nine factories.

You will certainly want to know more about us, about our keyboard switches, and about our other products. To make it easy for you to do so, we've provided a coupon which we invite you to fill out and mail today.

全文
対象

FIELD
ERASE

Alps keytops — standard or customized — are double shot molded. Which means that the graphics are as deep as the keytop itself. Thus the graphics cannot disappear, or even fade, no matter how heavily or how long the keyboard is used.



Alps can supply you with individual switches, or complete keyboards from stock — or customized to your specifications with assistance by Alps (USA) factory-trained engineers.



Call me to discuss my application

My parameters are: _____

My project volume is: _____

Send literature on:

- Keyboard Switches
- Push Switches
- Slide Switches
- Flex Switches
- Rotary Switches
- Power Switches
- Lever Switches

Variable Resistors:

- Slide
- Rotary
- Trimpots

My application is
 Now 6 months Future

Name _____

Co. _____

Dept. _____

Tel. _____

Address _____

City _____

State _____ Zip _____

**ALPS ELECTRIC
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