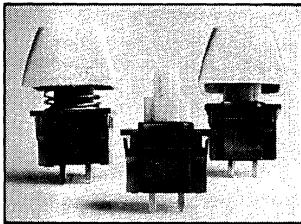


Electro-mechanical
products with

The Alps Advantage

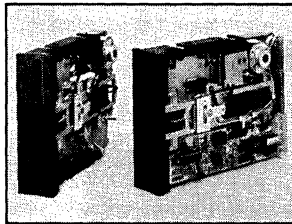
SINCE 1948

- Innovative Technology
- High Quality & Reliability
- Competitive Pricing
- World-Wide Reputation



KEY SWITCHES

Choose from several contact types: mechanical, conductive rubber or tactile feedback. Snap-in mounting. Double-shot molded keytops in many colors, shapes, legends. Fully automated assembly assures maximum reliability, with ratings up to 20-million operating cycles.



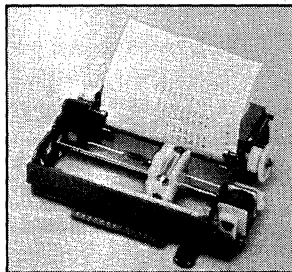
FLOPPY DISK DRIVES

New Series 2000, for 5¼" disks, offers super-slim profile—only 1.69" thick, half the conventional thickness. Standard features include fast access time, automatic eject, long-life ceramic head, and surprisingly low price! Available with or without built-in electronics control board.



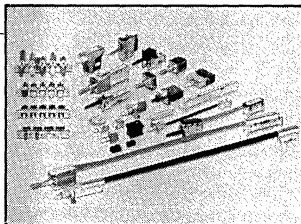
KEYBOARDS

Standard and custom keyboards, fully assembled including switches, keytops, PC board, matrix circuit, encoder circuit. NEW!—Series KFL Low Profile Keyboards meet all the latest European DIN standards for full-travel key switches with reduced profile dimensions.



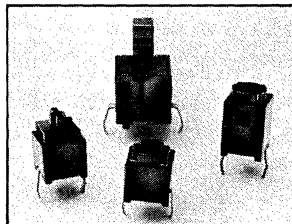
MICROMINIATURE PRINTERS

An incredible example of "The Alps Advantage" in technical innovation, Series DPG printers handle Alpha-Numeric-Graphic requirements, actually *writing* with microminiature ball point pens (1 or 4 colors!) invented by Alps using exclusive ink technology. Available for 2¼" or 4½" ordinary plain paper. Their small size and small price will astound you!



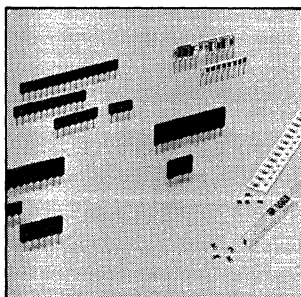
SWITCHES

Alps produces more than 900,000,000 switches per year, including some of the world's smallest, in a variety of types—rotary, push, slide, lever, power, flex and digital—all noteworthy for their unsurpassed smooth-action performance, built-in quality and long-life reliability.



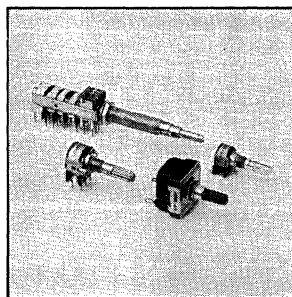
TACT SWITCHES

Tactile key switches with a "snap" (conductive rubber) or "click" (metal contacts) feeling to signal when contact is made. Available in a wide range of life cycle ratings, shapes, sizes, and "feelings"—ideal for many types of mini-keyboard applications.



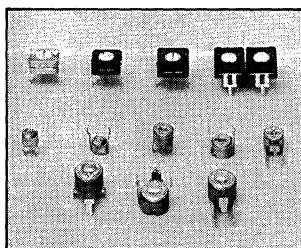
RESISTOR NETWORKS & CHIP RESISTORS

Thick film cermet element on alumina substrate, for extremely high stability. Networks in SIP configuration, from 4 to 17 pins, with resistance values from 10 ohms to 1 megohm. Chips are international standard size, 1.6 x 3.2 x .55 mm, with values from 10 ohms to 10 megohms. Available in bulk, reel tape, or plastic magazine for automatic chip placement machines.



VARIABLE RESISTORS

Rotary and slide types, ranges from 500 ohms to 2 megohms, with a wide variety of diameters, strokes, tapers, mounting, shafts, levers, etc. Exclusive lubricants for high quality smooth action. Miniature trimmer pots, sizes from 4mm to 16mm, with cermet, carbon film or carbon composition elements—ranges from 100 ohms to 2.2 megohms. Stick controls packaged with 2, 3 or 4 pots.



TRIMMER CAPACITORS

Ceramic or film elements, trimmer ranges from 2.5–6 pF to 10–150 pF. Snap-in terminals, with standard, reverse or side mounting—front or rear adjustment. Minimum drift, with virtually linear temperature characteristics. Precision structure protects dielectric from contamination by flux or wax.

OTHER PRODUCTS now available from Alps include: telephone keypads, liquid crystal displays, magnetic heads, cassette mechanisms, RF modulators, switches, TV tuners.



NEW GENERAL CATALOG
20 pages of products with "The Alps Advantage"—ask for your free copy today!

ALPS ELECTRIC (USA), INC.

100 N. Centre Ave., Rockville Centre, NY 11570 Tel. 516-766-3636

19401 So. Vermont Ave., Torrance, CA 90502 Tel. 213-516-8921

1810 So. Lynhurst Dr. X, Indianapolis, IN 46241 Tel. 317-248-2577