

NEWS RELEASE

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Alps Alpine at electronica 2024, Hall B6, Stand 512 – Innovative products for sensor, HMI, energy management and IoT applications

Munich, Germany, October 30, 2024 – Alps Alpine will be represented at electronica 2024 in Hall B6, Stand 512. The company will be presenting a wide range of sensors, sensor modules and ICs, asset management solutions and an intelligent bicycle camera for e-bikes.



This year's electronica, themed “Leading Your Way into an All-Electric Society”, will spotlight key topics such as AI in the electronics business, automotive trends and technologies, sustainability in the electronics industry, and nurturing young talent and new specialists.

Alps Alpine's booth will serve as a dynamic hub for strengthening relationships with existing customers, generating excitement about Alps Alpine's technology among new audiences, and demonstrating the company's commitment to a sustainable future.

A wide variety of products will be showcased, covering applications related to Sensors, Human-Machine Interface, Power Management, and IoT. Live demonstrations will highlight how haptic feedback actuators, sensors, and electromechanical components can be utilized. Additionally, the company will showcase collaborations with development partners, illustrating how Alps Alpine' devices can be integrated into final products for monitoring, whether for home, industrial or automotive applications.

Some highlights include:

Current Sensor ICs and integrated modules: Alps Alpine has effectively leveraged the know-how and technology acquired from developing various types of sensors to bring current sensors for battery-powered electric vehicles (BEVs) to market. By using innovative magneto-resistive technology, it is possible to measure current without using a magnetic flux concentrator, which is required in other designs. The result is a compact product that increases design freedom when integrated into traction inverters or the battery of an electric vehicle and improves energy efficiency, thus contributing to decarbonization.

Capacitive Sensor ICs: Alps Alpine has developed the HSLCMB series ICs that incorporate a capacitance measurement circuit and 32-bit CPU. The device enables capacitive sensing with higher sensitivity and noise immunity than conventional competitor's products. The HSLCMB series is applicable to a wide range of applications, including touchless operation, automotive touch screens and liquid level sensors.

HAPTIC™ Reactor: Alps Alpine has introduced the heavy HAPTIC™ Reactor, designed to vibrate with varying patterns that match warning sounds or music playback. It operates like a resonant actuator (LRA), offering freedom in strength and frequency control, enhancing music immersion and providing more effective warning stimuli. The HAPTIC™ Reactor has been adopted by customers worldwide and is used in leading game consoles, as well as a variety of other products, including virtual

and augmented reality devices, automobiles, mobile phones, and healthcare devices.

Radar Solutions: Alps Alpine is focusing on radar sensors for automotive applications. The company offers a variety of products such as millimeter wave sensing with high range and angle resolution, small size, and low power consumption as well as perimeter detection sensors outside the vehicle that spot obstacles as well as occupant detection sensors inside the vehicle that help prevent children from being left inside the vehicle (compliant with Euro NCAP).

Asset Management Solutions: Alps Alpine develops comprehensive end-to-end asset tracking solutions that help uncover efficiencies in supply chain processes, reduce CO2 footprints, and increase cost savings. These solutions provide industrial-grade IoT sensors that combine precise indoor location tracking and on-site zoning with off-network tracking across the globe. Alps Alpine's solutions work seamlessly and require minimal maintenance. They offer inventory management without the need for scans, easy integration into existing ERP systems, and 24/7 access to flow and maintenance management via our digital platform from anywhere with an internet connection.

Bike Solutions: Alps Alpine has entered the cycling industry with the Ride Safety System RS 1000, a smart bike camera that functions as a digital rearview mirror. It features the first AI-based hazard detection, dashcam functionality, brake light, and intelligent LED rear light.

This product marks the beginning of a broader portfolio and is part of the Ride Connectivity Platform from Alps Alpine. It is controlled by a customizable central unit module, which acts as a communication hub with the external world and manages the bike's complex digital ecosystem. This innovation paves the way for an entirely new customer experience, enhancing safety features for e-bikes, integrating digital communities, and offering improved training apps. The possibilities are limitless for our partners, bike manufacturers, and developers.

For over sixty years, Alps Alpine has developed and refined numerous proprietary technologies and remains dedicated to “Perfecting the Art of Electronics” through ongoing technological advancement and innovation. With an extensive global Manufacturing and R&D network in support, Alps Alpine’ local Sales and Product Engineering teams look forward to fruitful discussions with both existing and potential new customers during the electronica show.

Alps Alpine Co., Ltd., founded in 1948 in Japan, is one of the world's largest independent manufacturers of electromechanical components and in-vehicle infotainment products. Headquartered in Tokyo, Alps Alpine maintains ca. 100 group companies across the Americas, Europe, and Asia. With ultimate specialist knowledge and reliability, Alps Alpine develops, produces, and markets electromechanical components as well infotainment and next generation mobility lifestyle products such as Audio, Display, Communication and Drive Assist on a worldwide basis.

As a subsidiary of Alps Alpine Co., Ltd., **Alps Alpine Europe GmbH** has been serving European customers for more than 40 years generating about 1.0 billion euros revenue per year. Combining the widely recognized competency of Human Machine Interface (HMI), Connectivity and Sensing™ technologies with the Software and System Integration capabilities, we are able to provide our customers with unique solutions and thus help create sophisticated products to meet the demands in the Automotive, Consumer, and Industrial Equipment and IoT markets. Based in Munich, our head office combines a team of specialists in Sales, Marketing, Engineering and R&D. Additionally, we have sales offices in many other major cities such as Duesseldorf, Stuttgart, Wolfsburg, Gothenburg, Milton Keynes, Milan, and Paris. Alps Alpine Europe GmbH employs around 570 people who actively utilize their own strengths enabling close collaboration on a daily basis. Alps Alpine also has manufacturing locations in Ireland, the Czech Republic and Hungary to primarily serve our European customers.

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