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**Booth: 8.A70**

**For more information, contact:**

Yoshiyuki Satou (NKK Switches)..... 81 44 813 8008

## **NKK SWITCHES DOUBLES OLED DISPLAY LIFE FOR SMARTSWITCH PUSHBUTTONS**

*Power consumption also reduced by 30 percent*



Kawasaki, JAPAN. (Sept. 7, 2012) – NKK Switches, the world's leading designer and manufacturer of innovative electromechanical switches, today announced it has doubled the display life of its OLED SmartSwitch pushbutton switches. In addition, NKK has reduced the devices' already low power consumption by 30 percent.

The display life of the OLED SmartSwitch pushbutton has been doubled to 30,000 hours with 40 percent pixels on at 100 candelas per meters squared (100cd/m<sup>2</sup>). For equipment used 24/7, this translates to a display life of greater than three years.

Further increases in the OLED display life can be achieved in many applications where the requirement for candelas per meter squared is reduced, or the equipment usage is less than 24/7. In these cases, a display life of five years or more is now possible.

NKK SmartSwitch pushbutton devices feature a traditional SPST pushbutton with a built-in OLED display all in one device. With a footprint the size of a coin, SmartSwitch products are the smallest off-the-shelf OLED and LCD switches and displays available in the industry today.

OLED technology offers many advantages over conventional LCD programmable switches, including full motion video capability, higher resolution, faster response time, 180 degree viewing angles, a color palette of 65,536 colors resulting in more brilliant pictures.

The SmartSwitch OLED pushbuttons and displays are emissive devices operated by commands and data supplied via the SPI communications protocol. The switch is capable of 64RGB x 48 pixel resolution.

The wide viewing area of the OLED pushbutton is 15.5mm x 11.6mm (horizontal x vertical). It also features a stylish translucent black housing design. To facilitate secure mounting and alignment, it has epoxy-sealed straight PC terminals and a snap-in stand-off. Sockets are also available for ease of installation.

NKK's OLED pushbutton switches are used in a wide variety of applications requiring a dynamic user interface or real-time sequencing, such as control panels and custom keyboards. NKK's unique OLED product line simplifies and improves complex multi-decision operations. Applications include audio-video broadcast workstations, security systems, industrial control panels, medical equipment, communications systems, transportation and military uses.

A leading designer and producer of electromechanical switches, NKK Switches offers one of the industry's most extensive selections of illuminated, process sealed, miniature, specialty, surface mount and programmable switches. NKK manufactures more than 3.5 million toggle, rocker, pushbutton, slide, rotary, DIP rotary, keypad and keylock switches, each of which can be used as the foundation of a customized design. All switches are designed and manufactured to provide the quality and dependability that has made NKK the benchmark for reliability for over half a century.

NKK continues to lead the industry in responding to the needs of the marketplace with innovation, high reliability, customization and a commitment to excellence. The company provides a full suite of customization solutions that include: design, programming, printing and support. Downloadable 3D CAD models of the company's switches are available, allowing design engineers to quickly integrate complex models into their designs at no charge. NKK maintains a complete network of qualified representatives and distributors through the United States, Canada, Central and South America, Europe and Asia.

Engineers who design the human-machine interface for their products rely on the broad product line, specialized design expertise and customer support of NKK Switches. For more information, contact NKK Switches, 715-1, Unane, Takatsu-ku, Kawasaki, 213-8553, Japan. Phone: 81 44 813 8008. Fax: 81 44 813 8038. Visit the NKK Web site at [www.nkk.com](http://www.nkk.com).

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