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**NKK SWITCHES SHOWCASES NEW EXPANDED VIEWING AREA  
LCD PROGRAMMABLE PUSHBUTTONS AT NAB SHOW**

*Enhanced design is one of the largest viewing areas in the industry.*

Kawasaki, JAPAN. (Sept. 7, 2012) – NKK Switches, the world’s leading designer and manufacturer of innovative electromechanical switching devices, today announced it has enhanced the design of its SmartSwitch™ LCD product line to feature the largest viewing area to cap size in the industry.

The wider screen LCD SmartSwitch devices are available for both the 64x32 and 36x24 resolutions. Both newly designed devices will be featured components for NKK at the 2012 NAB Show in Las Vegas, Nev. April 16-19.

NKK’s 64x32 high resolution programmable pushbutton switches with RGB LED backlighting operates commands supplied via the SPI communications protocol. The devices feature a programmable and changeable LCD module with 64 backlit colors that displays graphics, alphanumeric characters or animated sequences, including four lines of text with as many as ten characters per line.

Offering total flexibility, the 36x24 resolution switches can be specified in single, bicolor or RGB. With high quality LEDs for superior color matching, the SmartSwitch enables design engineers to create customized control panel with specific colors, including RGB white.

“There are so many distractions facing operators of equipment in today’s fast-paced world,” said Hassan Sajadi, senior engineer, NKK Switches. “Using programmable graphical displays on switches helps workers do tasks more efficiently and safely. Increasing the viewable area on such switches only improves these characteristics.”

NKK's high resolution LCD programmable switches and displays are suited for a wide variety of applications requiring a graphical user interface or real-time sequencing. These switches provide design engineers a unique programmable human interface that simplifies how users interact with machines – particularly in fast-paced environments such as broadcast equipment or medical devices.

With epoxy sealed straight PC terminals that prevent entry of solder flux and other contaminants, the LCD programmable SmartSwitch devices are highly reliable and provide a long life of a minimum one million actuations.

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 man-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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