



NKK'S OLED ROCKER HONORED AS FINALIST FOR DESIGN NEWS' GOLDEN MOUSETRAP AWARD

Award recognizes recognized engineering innovation and creativity in product design

SCOTTSDALE, Ariz. (April 28, 2010) – NKK Switches, the world's leading designer and manufacturer of innovative electromechanical switching devices, today announced it has been honored as a finalist for the 2010 Design News Golden Mousetrap Awards in the electronics category for its OLED Rocker Switch.

The annual Design News Golden Mousetrap Awards honor outstanding engineering professionals and products. NKK's OLED Rocker product was a finalist for the Best New Products award, which recognizes unique, state-of-the-art electronics products in several categories.

"The Golden Mousetrap Awards are a symbol of excellence in the electronics industry, so we're thrilled the OLED Rocker was named a finalist," said Kiyoko Toyama, president of NKK Switches. "The OLED Rocker is a stunning achievement and we pride ourselves on delivering cutting edge innovations to help engineers meet the demanding needs of modern electronics design."

Based on NKK's award-winning OLED SmartSwitch technology, the OLED Rocker is a monochromatic, multifunctional programmable display device. User selection is based on menus visible on the display and multiple layers of menus can be easily achieved; this affords engineers a great deal of flexibility with just one device. The benefits of this are reduced panel space, lower assembly costs and reduced inventory..

OLED and LCD programmable switch and display technology simplifies and improves operator interfaces where multiple selection menus are required. Features of OLED SmartSwitch technology include high contrast, 180 degree viewing angles, low power consumption, fast response times and no backlighting requirements.

Typical applications for the OLED rocker are in HMI and control systems where it can be used to replace multiple switches and a display. With its IP64 rating for dust and water protection, the new OLED rocker switch can also be used in industrial applications and medical areas where wipe down is required. Additionally, the snap in installation ensures easy, secure mounting and alignment.

"Design News congratulates the winners and finalists of the 2010 Golden Mousetrap Awards for the great work they've done to develop new and innovative products for design engineers," said Jennifer Roy, Design News' Managing Editor. "These products, as always, showcase the highly imaginative ways that today's engineers are 'building a better mousetrap,' and we thank them for their contributions."

About NKK Switches

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, 7850 E. Gelding Dr., Scottsdale, AZ 85260. Phone: (480) 991-0942. Fax: (480) 998-1435. Visit the NKK Web site at www.nkkswitches.com.

About Design News

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