



## **NKK'S OLED ROCKER HONORED AS FINALIST FOR EDN'S INNOVATION OF THE YEAR AWARD**

*Award recognizes excellence in engineering innovation and creativity in product design*

SCOTTSDALE, Ariz. (March 2, 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 2009 EDN Innovation Awards in the electronics category for its OLED Rocker Switch.

The annual EDN Innovation Awards honor outstanding engineering professionals and products. Winners will be announced on April 26, 2010. NKK's OLED Rocker product is a finalist for the Innovation of the Year award, which recognizes unique, state-of-the-art electronics products in several categories.

"We're excited that EDN named the OLED Rocker as a finalist for the Innovation Awards," said Kiyoko Toyama, president of NKK Switches. "NKK is committed to providing engineers with switching and interface products that are cutting edge and designed to meet their every need."

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, reduced inventory and faster installation time.

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.

"We received an impressive number of submissions for our 2009 Innovation Awards program, indicating that innovation was alive and well despite the economically challenging year," said Rick Nelson, EDN editor-in-chief. "Despite our editors' best efforts to narrow the field, more than 120 products qualified as finalists, and our editors worked diligently to group them into 30 very competitive categories, representing components, integrated circuits, test systems, EDA tools, design and test software, subsystems and systems. In the components category, NKK's OLED Rocker was one of the outstanding submissions our editors chose. And now, it's up to the readers to determine which product in each category they find most compelling."

### **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](http://www.nkkswitches.com).

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