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*Sealed tactile switches provide reliable performance over long life cycle....*

## **BI TECHNOLOGIES EXPANDS TACTILE SWITCH PRODUCT OFFERING**

FULLERTON, CA (April 11, 2007) – Providing design engineers with a greater range of switch designs featuring extended actuation force and mechanical life, TT electronics BI Technologies Electronic Components Division has expanded its tactile switch product offering to include a new series of devices with a square stem, designated the SWT8 Series; and added three additional styles to the sealed product offering designated the SWTW Series.

In addition to these products, the popular 6.2mm x 6.2mm SWT6 series tactile switch family was expanded to include a 100K-cycle mechanical life version in the same package as the standard 1 million version. “Having this range of options gives our customers the ability to specify which level of mechanical life they need for their applications, depending on their cost parameters,” said Frank Pipitone, vice president of variable products for BI Technologies Electronic Components Division.

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## **BI EXPANDS TACTILE SWITCH PRODUCT OFFERING, PG. 2**

The SWTW Series of sealed switches was expanded to include:

- SWTW-S side actuation surface mount 6.2mm x 6.2mm switch;
- SWTW-K top actuation through-hole switch in an 8mm x 8mm configuration;
- SWTW-R side actuation through-hole switch in an 8mm x 8mm configuration.

The SWT8 Series switches measure 6.2mm x 6.2mm with a 2.4mm and 2.8mm square stem. The switch includes an expanded number of actuation forces ranging from 100gf to 520gf.

Available configurations for the SWT8 Series include:

- SWT8-R side actuation through-hole;
- SWT8-V top actuation through-hole;
- SWT8-M top actuation surface mount.

Square and round caps are available for the 2.4mm square stem. The caps, with SWT8-C part number designation, are offered in a variety of colors.

Specific applications for the tactile switches include: (appliances) dishwashers, vacuum cleaners, paper shredders, and coffee makers; (medical devices) digital thermometers, blood pressure measurement, and medication dispensing machines; (personal electronics) LCD monitors, remote controls, and set-top boxes; cameras, MP3 players, video keyboards; and (automotive) radios, steering wheel controls, and CD players.

All devices in the tactile switch product family are RoHS-compliant, and meet or exceed competitor performance specifications. BI Technologies will also produce devices beyond standard specifications and dimensions to meet customer requirements.

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### **BI EXPANDS TACTILE SWITCH PRODUCT OFFERING, PG. 3**

Typical pricing for the tactile switch products is \$0.06 to \$0.15 depending on quantity, with lead times from stock to 4 weeks.

For more information about BI Technologies' SWT Series tactile switches, contact BI Technologies at 714-447-2518, by fax at 714-388-0046; by mail at 4200 Bonita Place, Fullerton, CA 92835; or visit: [http://www.bitechnologies.com/products/tactile\\_switches\\_sf.htm](http://www.bitechnologies.com/products/tactile_switches_sf.htm).

BI Technologies has been an innovator and leader in electronic components for more than 50 years. The company is a global manufacturer of trimming and precision potentiometers, position sensors, turns-counting dials, chip resistor arrays, resistor networks, integrated passive networks, transformers, inductors, hybrid microelectronics and custom integration products for communication, computer, automotive and industrial applications.

BI Technologies serves a global customer base with manufacturing locations in the United States, Mexico, Scotland, Japan, China and Malaysia.

TT Electronics plc is a global electronics company manufacturing a broad range of advanced electronic components, assemblies and sensor modules for the automotive, industrial, telecommunication, computer and aerospace markets.

– 30 –

***To request the electronic image, call 919-872-8172, or e-mail: [bgaddy@btbmarketing.com](mailto:bgaddy@btbmarketing.com)***  
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