



Omron's Custom Disk Jog Offers Single User Interface Simplicity

SCHAUMBURG, IL (August 6, 2007)—The new B5V-1422 disk jog switch gives users a single user interface with which to quickly and easily scroll through lists and make choices. Five tactile selector switches—a center push button and four peripheral push points—are combined with a rotational jog feature. Using both functions, users can navigate through lists of songs, names and phone numbers, games or device functions with ease, then make choices with the push of a finger. It is available with or without four red LED's that can provide edge highlighting on the periphery of the jog dial. Unlike existing devices, which use capacitance technology, the Omron disk jog rotational feature employs two Hall Effect IC sensors, and combines them with five tactile switch points. The Omron disk jog is a standard, yet customizable product, designed to meet the unique needs of each manufacturer's specific product application. Each switch incorporates Omron's years of experience in developing and manufacturing high-quality electronic and electro-mechanical products.

-More-

The new disk jog switch is ideal for use in MP3 players, cell phones, digital cameras, PDAs with MP3 functions, hand-held games, hand-held GPS, Test equipment or any other hand-held electronic device.

MSRP for the B5V-1422-D01-L4 with four red LED's is \$8.16 when purchased in lots of 800 pieces. MSRP for the B5V-1422-D01-L0 without LED's is \$7.75 when purchased in lots of 800 pieces. As a custom product, the disk jog will be priced for each individual application.

For further information, contact: Omron Electronic Components, 55 Commerce Drive, Schaumburg, IL 60173. Tel: 847-882-2288. Fax: 847-755-7177. Internet: <http://www.components.omron.com/>.

Omron Electronic Components is a leading manufacturer and provider of advanced electronic components. Extensive product groups include relays, switches, connectors, MEMS flow sensors, pressure sensors, and optical components. Omron Electronic Components is the Americas subsidiary of Omron Corporation, a \$5.5 billion global leading supplier of electronics and control system components and services. Their broad product offering can be found in applications for the communications, transportation, medical, HVAC, appliance, industrial automation, consumer electronics, and test & measurement markets around the world. Omron Electronic Components has an extensive sales network consisting of regional sales engineers,

inside sales representatives, technical sales assistants, customer service staff, and an authorized Distributor network.

#