

logitech®

How Premium Peripherals Lead to Premium Results



Everyone has talent that they bring to the table. And while each individual is largely responsible for making the most of their talent, employers shoulder some of the burden as well. One way employers can help employees to reach their full potential and maximize their productivity is by providing them tools that can elevate their performance and experience.

The right equipment can be a game-changer in almost any scenario. Just think about it. The right footwear can help you run faster. The right camera can help you capture a more vibrant and detailed photograph. The right sponge can help you clean your dishes quicker.

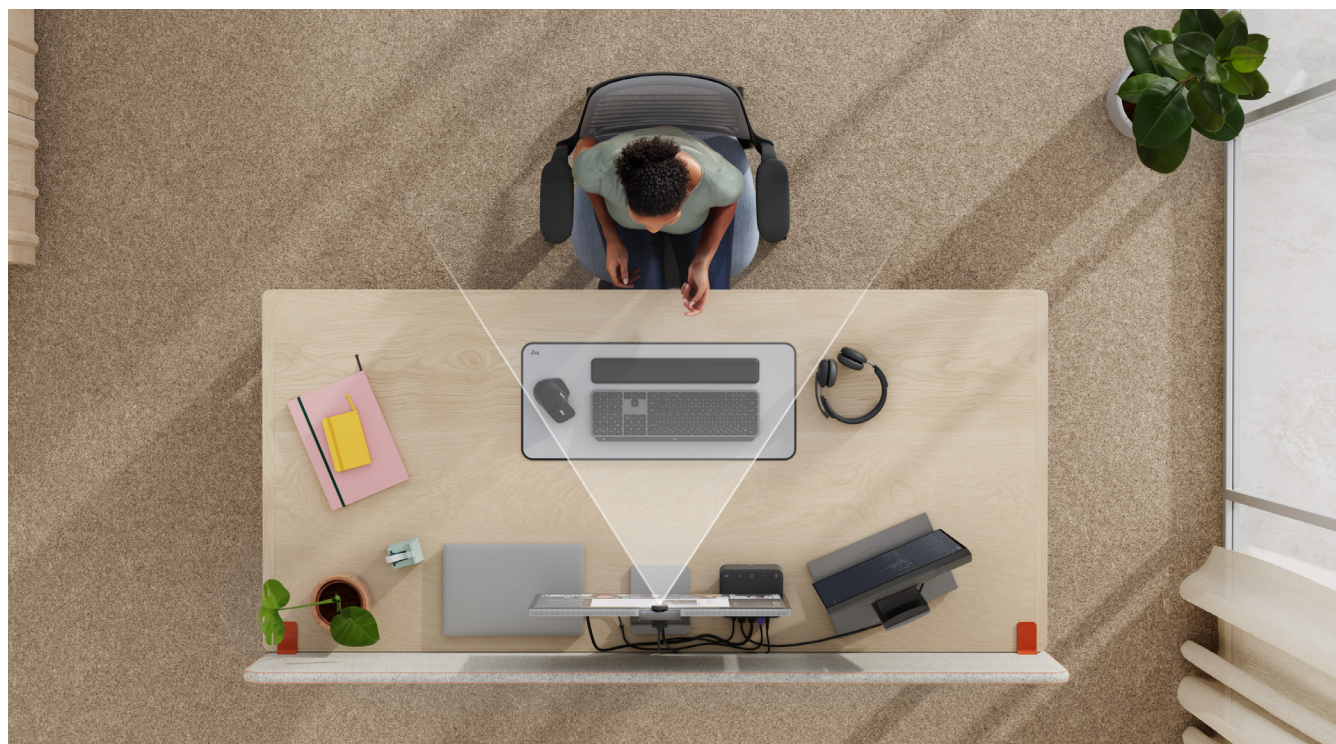
Similarly to each of these examples, the right desktop equipment can elevate core abilities you use in the workplace. You may be asking yourself, *how can desktop peripherals like a mouse, keyboard, webcam, or headset really make a tangible difference in performance? Better yet, how much of a difference can there be from one device to another?*

These are valid questions. And you may never have had the opportunity to explore the differences yourself. But once you get your hands on these advanced devices—and the features and feel they bring to the table—you will never look back.

With that in mind, what is it about Logitech's Advanced Portfolio of personal workspace equipment that

differentiates it from Logitech's core offerings? More importantly, how specifically are people leveraging these advanced devices to elevate their abilities and accelerate their workflows?

Find out as we dissect the many ways in which people leverage our advanced devices and realize value from them.



The Advanced Mouse: MX Master 4 for Business

Many people view their mouse as nothing more than a tool to click and scroll. Many are also completely unaware of the capabilities a more advanced mouse has to offer and how they can impact their day-to-day work. It's time to open their eyes to the world of possibilities at their fingertips (literally) with the MX Master 4 mouse.

The MX Master 4 is the newest mouse to join our advanced portfolio of personal workspace solutions. And while it still performs the click and scroll functions you've grown accustomed to, it does so with unmatched speed and precision (and several innovative features) that can help take your everyday workflows and productivity to new heights.



Let's start with something everyone is familiar with: scrolling. We can all appreciate a scroll wheel that helps you navigate up and down a page with the stroke of a finger. It beats clicking and scrolling to get where you want. For the casual user, the basic scroll wheel works just fine. But for those in need of more speed and precision, the MX Master 4 can be a game changer.

With **MagSpeed scrolling**, the MX Master 4 is precise enough to stop on a pixel and quick enough to scroll 1,000 lines per second. This is ideal for creatives who frequently cycle through thousands of photo or video frames in search of the one. And for developers, it can speed up the debugging process by scrolling through thousands of lines of code in seconds.

Taking this mouse further into advanced territory is its thumbwheel for horizontal scrolling. For many, the idea of scrolling any direction other than up or down is confounding. But there is plenty of value to be realized from it if you know where to look.

For instance, anyone who regularly spends time in spreadsheets (e.g., data analyst) knows how frustrating it is to navigate them with only a vertical scroll. With a thumbwheel, they can toggle left and right to the desired cell without wasting motion or clicks using the scroll bar.

For creatives who regularly find themselves designing content in Adobe Photoshop or InDesign, the thumbwheel can pay dividends as well. Rather than make multiple clicks every time they need to change brush or pen size, they can simply use the horizontal scroll to make the adjustment.

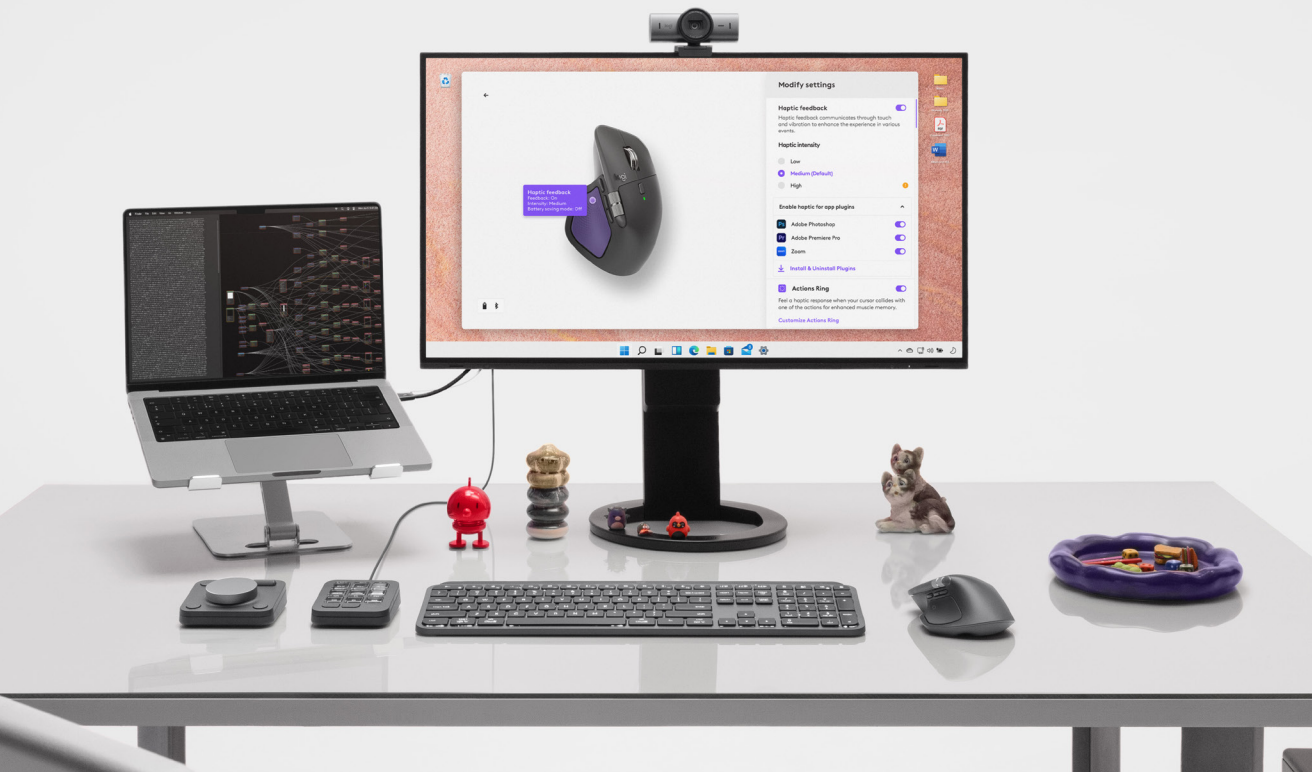
"I use Salesforce every single day, and navigating reports that span the entire width of the page is so much easier now that I have the horizontal scroll wheel."

- MX MASTER 3S USER



89%

of users agree that the MX Master mouse has had a positive impact on their overall productivity¹



Button Customization

Whether someone works in finance, HR, IT, or something else entirely, they have one, two, maybe even three applications that they frequent to get their work done. And while there are a number of ways to toggle between applications, it can take multiple clicks to find what you're looking for on a crowded desktop.

With the MX Master 4, you can **customize as many as six buttons via Logi Tune**. You can use these buttons to open select applications or create shortcuts to speed up repetitive tasks—all with a single click. Maybe you need quick access to Photoshop or Zoom. Maybe you just want an easier way to take a screenshot. In any case, the fewer movements you make, the more efficient you become.

¹ Results came from a set of 55 respondents distributed across 8 countries who are existing MX Master 3 users and who have also used another mouse prior to using the MX Master 3.



If you want to customize further, Actions Ring enables you to do just that. Similar to button customization, Actions Ring lets you customize an on-screen overlay (via Logi Options+) with actions or commands that you can access with a simple click of the Haptic Sense Panel. This not only allows you to execute common desktop actions (e.g., open Finder, create a new Note) but in-app tasks as well.

The creative folks can customize their Actions Ring in Adobe Lightroom to apply their favorite adjustments to photos with speed and precision. The executives constantly in Zoom meetings can quickly adjust camera views or switch cameras. The easier every action becomes, the smoother the workflows you establish.

Actions Ring
can save up to
33%
off the original
action time¹.

¹With Actions Ring shortcuts and MX Master 4. Logitech Ergo Lab study (2025) with 37 MX Master mouse users tested across 8 desktop actions. Results may vary depending on assigned shortcuts.

The Advanced Keyboard: MX Keys for Business

Many people view their keyboard as they do their mouse: a simple tool to perform basic tasks. If only they knew what they could accomplish with a more advanced and sophisticated keyboard. Well, now is your chance to educate them and, in doing so, empower them to work smarter and more efficiently.

So what sets Logitech MX Keys or MX Keys Mini apart from the others? More than you would expect.





Enhanced Typing and Feel

Whether you're regularly putting out 3,000-word reports or just firing off the occasional email, the comfort and feel of your keyboard is important. Because the more comfortable you are, the more accurate you are. The more accurate you are, the more efficient you are. And the more efficient you are, the better your experience will be.

Logitech MX Keys or MX Keys Mini put a premium on comfort and feel, and you can tell the difference. First, the keyboard body is backed by a single metal plate giving it a solid, stable base that protects it from sliding around the table. If you've ever had an unstable keyboard interrupt your typing flow, you can appreciate the value this offers.

Adding further comfort and feel to the keyboard are Perfect Stroke keys. **With fingertip-shaped indents on each key, you can type with greater fluidity and precision, making every keystroke count.** This is especially valuable for more prolific typists like writers or developers when one missed key can derail your flow and your momentum.



Smart Backlighting

While many of the advanced features thus far have revolved around productivity, there is a lot to be said about features that are just plain convenient. In many cases, these are features you didn't even know you needed...until you do.

For example, the value of a backlit keyboard is lost on a lot of people. They work in a bright office space during normal working hours. But when the sun goes down and the lighting in your room has dimmed, a backlit keyboard becomes a must-have.

To take this feature further, the MX Keys keyboard offers smart backlighting, so **while you're hard at work and unaware of the day turning to night, the keyboard has already adjusted to the optimal brightness for your room.** So whether you need to burn the midnight oil on a project or simply consider yourself a night owl, you can type away wherever suits you, regardless of the light available to you.

The Advanced Webcams: MX Brio 705 for Business and Brio

When it comes to webcams, the first (and sometimes, only) thing people care about is how good they look on screen. After all, no one wants to be the washed out face in a grid full of put-together colleagues. But a more advanced webcam can do far more than just tighten up an image. See for yourself.



Premium Video Experience

Yes, there is more to a webcam than just the camera. But it wouldn't be an advanced webcam without a premium video experience. This experience starts with straight-up camera quality and extends to other key camera features.

If you're looking for the best camera resolution in a webcam, look no further than the MX Brio 705 and Brio. Where most webcams offer a solid 1080p resolution, both of these options deliver your video experience in ultra-clear 4K. So whether you're a frequent leader of important meetings, participant in a podcast or webinar, or just someone who values quality, you can be confident in the image you're putting forth.

Unfortunately, even the best camera quality can be overshadowed by a poorly lit background. And unless you've curated an ideal video conferencing environment that can consistently provide optimal lighting throughout the day, you need a camera that can help create that appearance for you.

MX Brio 705 uses AI-powered RightLight 5, a face-based image enhancement feature, to take auto light correction further than other standard webcams. This helps you **deliver a more natural visual, even in challenging lighting conditions**—something we can all appreciate.





Nail the Presentation

It's one thing to be a passive participant in a virtual meeting. It's another to lead it and be the primary talking head for dozens if not hundreds of people. And when all eyes are on you, every movement you make can impact the focus of your audience. If your camera can't adjust for you, that leaves you frequently adjusting the camera or yourself to find yourself front and center.

Fortunately, MX Brio 705 leverages RightSight auto-framing¹ to keep the camera focused on you whether you're making a quick seat adjustment or taking the conversation from sit to stand.

When you can keep your attention focused on the presentation at hand, your audience can keep its attention on you.

While so much of what we share in meetings is virtual, there is often still a need to share something that exists beyond the computer. Whether you're a creative sharing your latest sketch, a product manager sharing a new prototype, or someone else who wants to share something the old-fashioned way, having a camera that can do so easily makes a huge difference.

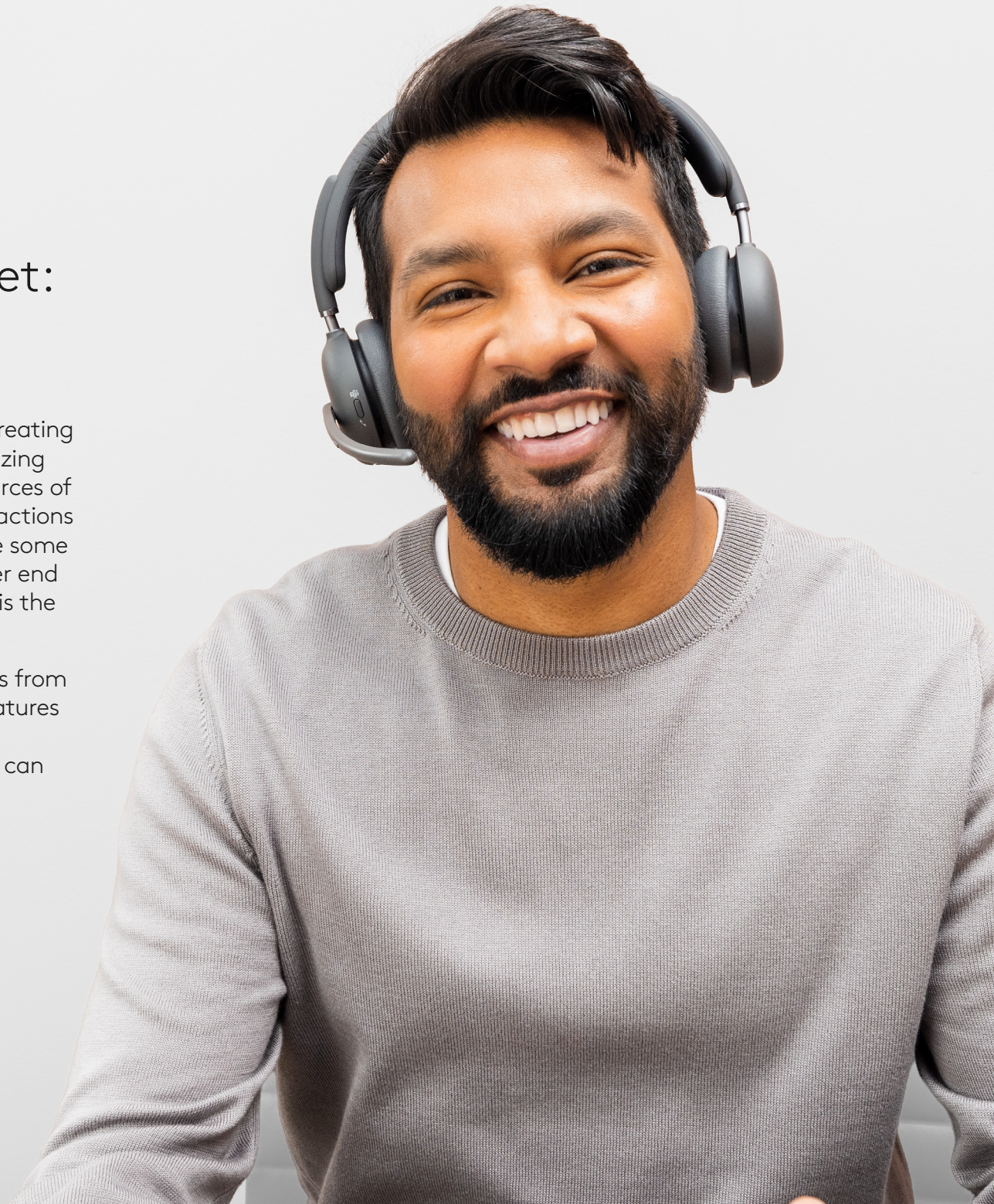
Via Show Mode on MX Brio 705, you can **easily maneuver your camera angle to deliver your physical presentation.** No awkward moving or shifting of the webcam. Just a quick tilt down to share your work crisply and clearly.

¹ Enabled with Logi Tune. Logi Tune is available on Windows and macOS at logi.com/tune. This feature is not available on computers with ARM processors.

The Advanced Headset: Zone Wireless 2

Whether someone is at home or in the office, creating a distraction-free environment is key to maximizing productivity. And one of the most common sources of distraction is noise. Some of these audible distractions are under your control (e.g., where we sit) while some are not (e.g., the background noise on the other end of your call). What can address both, however, is the headset you choose to work with.

While you may not readily notice the differences from one headset to the next, there are some key features that separate the good ones from the great. Zone Wireless 2 is a prime example of what you can gain from a more advanced headset.



Clear, Distraction-free Dialogue

Every meeting is about dialogue, meaning the better you can hear and the clearer you can speak, the more effective the conversation will be. On the hearing side, most people are familiar with active noise cancellation (ANC) technology which actively works to shield you from annoying ambient noises. The Zone Wireless 2 headset goes a step further with hybrid ANC technology.

While standard ANC technology is most effective at blocking out low frequencies like the rumble of car engines or the hum of a ventilation system, **hybrid ANC actively fights off mid- and high-frequency noises as well to cover the entire sound spectrum.** This effectively shuts out the common annoyances while allowing you to completely shut out more sporadic distractions like chatty colleagues, barking dogs, or screaming children.

The sounds around you are not only a distraction to you but to those on the other end of your phone and video calls. You may be able to cancel them out of your own ears, but nobody wants those same noises to interrupt or drown out your voice as you're speaking to them.

Zone Wireless 2 helps to **raise your voice above those competing sounds and voices with four built-in, noise-canceling mics.** So whether you're on a critical sales call or

leading an important presentation, you can feel confident that your voice is coming through crisply and clearly.

Alternatively, you don't want to be on the receiving end of distracting background noises. Ideally, your counterpart will take the proper measures to limit background noise, but that is otherwise a factor you cannot control...unless you have Advanced Call Clarity. This AI noise suppression feature, available on Zone Wireless 2 via Logi Tune, helps to **suppress far-end noise and ensure you can hear your colleagues as well as they can hear you.**

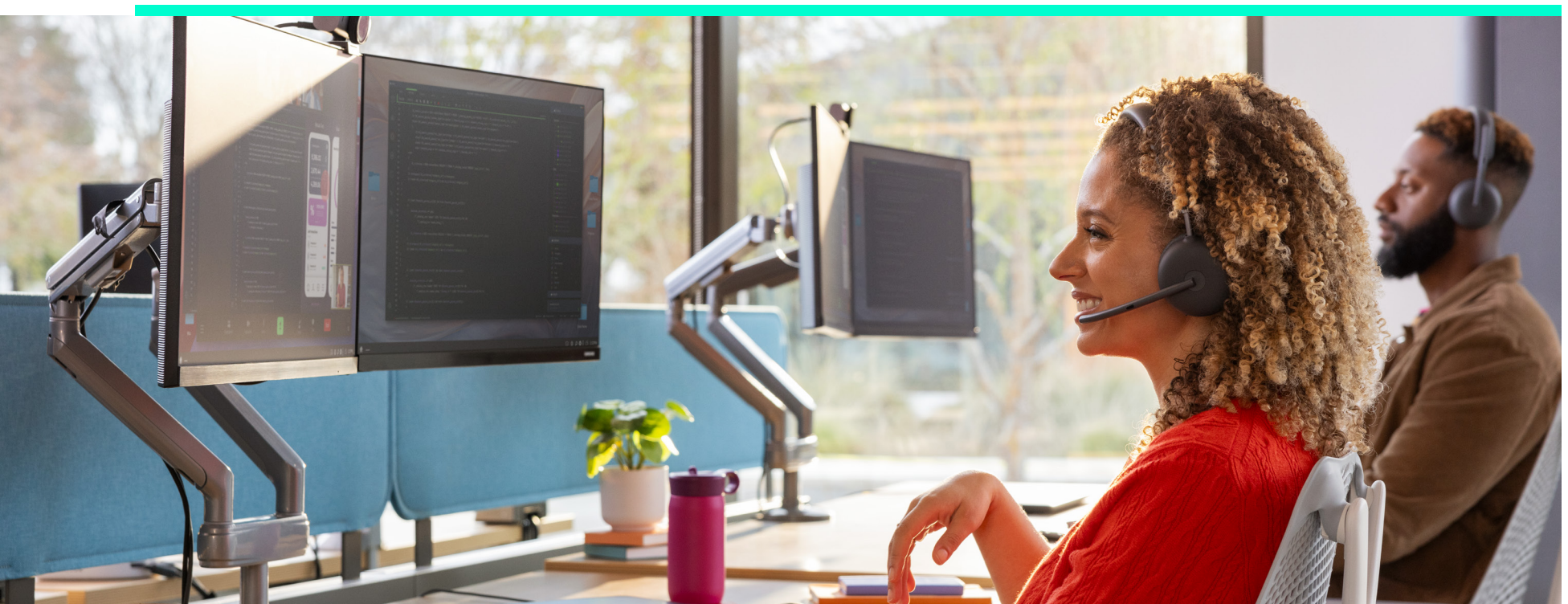


¹ Enabled with Logi Tune. Logi Tune is available on Windows and macOS at logi.com/tune.

Customized Audio Experience

Keeping ambient noise out of your head is necessary for both your sanity and your productivity. The fewer distractions we encounter while we work and collaborate, the more locked in you will ultimately be. But keeping the right noise out is just as important as keeping the right sounds in. And the only person who can determine what those sounds are is the person with the headset on.

Through the Logi Tune app, Zone Wireless 2 users can now **personalize their audio experience to make every conversation they have and song they listen to sound as it's meant to...**to them. No more one-size-fits-all audio experience; just pure clarity. That added level of sharpness can be the missing link that really gets your people in the zone.





Peak Performance Demands Elite Equipment

The equipment you use is a reflection of you. A reflection of your ambition. It's a commitment to elevating your performance and experience to unrealized levels. So just how much can more advanced desktop peripherals impact your performance and productivity? If it wasn't clear to you before, it should be crystal clear now.

While these devices won't be saving you hours every day or week (few things can), they will deliver incremental savings that will accumulate over time and lead to more efficient and focused workflows.

Real change doesn't happen overnight. It happens by developing new habits and actions that, over time, become ingrained into the way you operate. By committing to more advanced peripherals, you can make these changes a reality. Are you ready to take that leap?

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