

# From Stereo to Superior: 40+ Years of Logitech Audio Mastery



**For over four decades**, Logitech has been at the forefront of audio innovation, crafting sound experiences that resonate across the world. It all started with consumer audio—think iconic portable audio players and sleek speakers that inject cinema-quality sound into multimedia. But we didn't stop there. We grew, fine-tuned, and transformed our expertise, venturing into the ever-evolving world of business audio.

**Fast forward to today:** Logitech is synonymous with cutting-edge sound solutions for the modern professional. From bustling office floors to the quiet corners of remote workspaces, our now-iconic business headsets, like the Zone series, are redefining productivity. With unrivaled sound clarity, noise-canceling magic, and sleek designs that keep pace with technology, they're built to help you focus and connect like never before.

*This infographic takes you on a journey through our audio legacy, highlighting how Logitech evolved from delivering sensational soundtracks to empowering impactful conversations. So sit back, grab your favorite headset, and let's tune into 40+ years of audio excellence!*



## 1982 The Sony Walkman Rocks

We manufacture headphones for the now-iconic **Sony Walkman**, under the Labtec brand. Labtec becomes the No. 3 selling headphone brand for the Sony Walkman.

## 1998 QuickCam Arrives



Logitech acquires **Connectix** hardware division to expand into video webcams that feature integrated audio, known as **QuickCam**.

## 2000 Find Your Voice



Logitech develops the first line of **Voice Access headsets**, which enable the Voice Chat and Voice Recognition algorithms on the PC. This is considered a major innovation at the time.

## Expansion Through Acquisition

### 2001

Logitech acquires **Labtec**, which significantly expands our audio portfolio to include headsets and speakers.



Logitech secures **THX certification** for our high-end Z-560 speakers to bring cinema-quality audio to multimedia.

### 2008

Logitech acquires **Ultimate Ears**, a leader in custom in-ear monitors for professional musicians and consumer earphones, expanding our footprint in the high-quality audio space.



## 2015 Gaming Headsets Level Up

Logitech Gaming launches the **Artemis G633 and G933** gaming headsets. These are the first gaming headsets that also feature high-quality audio for listening to music or immersing yourself in the sounds from the game world. They're amazingly comfortable and quickly become the No. 1 selling gaming headset.



## Growing Our Footprint

### 2016 Jaybird Flies



Logitech acquires **Jaybird**, a leader in wireless audio wearables for sports and active lifestyles.

### 2018 Pass the Mic



Logitech acquires **Blue Microphones**, a leader in studio-quality microphones for professionals and consumers.

### 2019 In the Zone



Logitech launches **Zone Wireless** and **Zone Wireless Plus** business headsets created from the ground up for people working in an open office environment and delivering superior sound quality so employees can take conference calls, listen to music, or block out distractions with active noise cancellation (ANC).

### 2022 Earbuds Get Microsoft Teams Certified



**Logitech Zone True Wireless Earbuds** become the first true wireless earbuds to be certified for Microsoft Teams, delivering seamless integration for calls, meetings, and voice commands.

40+ years of audio innovation continues

### 2023 Headsets Receive an AI Injection



Logitech launches **Zone Wireless 2**, a top-of-the-line business headset that uses AI to deliver unique two-way noise-free calling experiences. AI far-end noise suppression, noise-canceling mics, hybrid active noise cancellation (ANC), and personalized stereo sound help business professionals hear and be heard clearly in calls and meetings, especially in noisy environments.



### 2025 Native Bluetooth: Ditching the Dongle

Logitech Zone Wireless 2 is the first headset certified for Microsoft Teams over native Bluetooth. Logitech now has four business headsets certified for native Bluetooth. **Zone 305**, **Zone Vibe Wireless**, **Zone Wireless 2 ES for Business**, and **Zone Wireless 2** support call controls over native Bluetooth for Google Meet, and are certified for Microsoft Teams over native Bluetooth, ensuring the same calling experience on Microsoft Teams and Google Meet with no dongle required.



Logitech announces **Zone Wireless 2 ES for Business** and **Zone Wired 2 for Business** headsets, adding key new features like adaptive active noise cancellation (ANC), gaming-inspired comfort, and silent firmware updates with Sync.



### 2026 Business Headsets Continue to Take Hold

Analyst firm **Frost & Sullivan** reveals that by the end of 2026, 94% of businesses will have invested in professional headsets, with 65% planning to increase these investments.

## Four Decades of Audio Innovation.

Logitech's rich history in high-quality audio influences how we design our business headsets. Built for comfort and ease of use, they are more than a tool—they are an essential partner in boosting productivity and communication in any work environment.

**Contact Logitech today** and hear firsthand why businesses worldwide trust Logitech to transform their communication workflows.

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