Logitech's 25 Most Important Products

Logitech® P4 Mouse

(1982) – Logitech's first mouse, the P4 was one of the first commercially available mice. Designed for use with graphics and network workstations, the P4 offered the combination of optical technology and mechanical tracking (opto-mechanical), and delivered greater tracking precision than did mechanical mice. Introduced at a price of $299 (U.S.), the P4 preceded the introduction of the graphical Macintosh® and Windows® operating systems, which would help the mouse become a symbol of the personal computer and one of the most often used devices in the world. The P4 also gave birth to the R4, the world's first "intelligent" mouse, featuring an on-board microprocessor.

HP mouse

(1984) – For an OEM deal with HP, Logitech made a huge leap toward establishing a viable business of making mice. HP was the first partner for which Logitech manufactured its two-button opto-mechanical mouse – the company produced just a few thousand units a month. However, HP was the first of a list that would later include AT&T, Olivetti, DEC and Apple.

Logitech® C7 Mouse

(1985) – Sold for a breakthrough low price of $99 in the U.S., the C7 quickly catapulted Logitech into the home market. Within three years of the C7's introduction, Logitech's business was equally split between OEM and retail, giving the company brand recognition among the growing number of home personal computer users and providing the increased revenue the company needed to go public. The C7 also offered technological breakthroughs: It drew its power from the personal computer's RS232 serial interface, eliminating the need for an external power supply.

ScanMan 32

(1988) – Logitech's handheld scanner was the company's first imaging product, a step beyond the company's core mouse business. ScanMan 32 recorded images in black and white, but the product line evolved to include handheld color scanners, and eventually flatbed scanners. Logitech eventually left the scanner business but would later apply its imaging expertise to its highly successful webcam business.

Logitech S9 Mouse

(1989) – Further strengthening Logitech's brand identity, the S9 was Logitech's first mouse to include the company's now well-known consumer logo, designed by creative consultancy Frog Design. The mouse's industrial design was also a departure from the boxy shape of previous mice – offering a concave shape from tip to base that fit the natural curve of the hand. Style and comfort would become hallmark traits of Logitech's product designs.

Celebrating TWENTY-FIVE YEARS OF INNOVATIVE DESIGN

Logitech® TrackMan® Trackball

(1989) – The original Logitech TrackMan trackball represented another breakthrough in comfort and ergonomics. The device featured a thumb-operated trackball on the left and three buttons on the right side of the mouse, enabling the user's right hand to rest naturally while working.

Logitech MouseMan®

(1990) – Logitech aimed to further satisfy the varying needs of its growing customer base with the new MouseMan product line. After conducting extensive research and focus-group testing of computer users, Logitech introduced the mouse in different shapes and sizes – MouseMan Left, MouseMan Right, and MouseMan Large. Even in these early days, Logitech realized that one size can't fit all.

Logitech® MouseMan® Cordless

(1991) – Logitech's leadership in cordless peripherals for the PC started with the introduction of the MouseMan Cordless. With an introductory price of $149 (U.S.), it was the first mouse to use radio frequency (RF) technology, which meant the mouse didn't require a direct line of sight with its receiver to function. Logitech would later apply its RF wireless expertise to cordless keyboards and game controllers, and eventually headsets, wireless music systems and advanced remote controls. Today, the worldwide cordless mouse and keyboard market alone has an estimated worth of nearly $1 billion (U.S.).

Logitech® FotoMan

(1992) – One of the first commercially available digital cameras for consumers, FotoMan was ahead of its time. It stored QVGA quality images on internal RAM, and was priced at $1,000 (U.S.). The product was awarded the *PC Computing* magazine MVP award for 1991. Logitech would later apply its growing digital imaging expertise to its award-winning line of webcams.

Logitech® AudioMan

(1992) – This audio-speaker and voice-recorder combination was the industry's first of its kind. Targeted at early notebook PC users, it allowed people to insert audio clips into some files and applications, and play back those clips. It was also Logitech's first audio peripheral, paving the way for the company's future leadership in the PC speaker business.

Logitech® Magellan® 3D mouse

(1993) – This was the first mouse developed for three-dimensional CAD/CAM/CAE applications. The technology would become the foundation of Logitech spin-off 3Dconnexion, a leading developer and manufacturer of 3D navigation input devices for the professional market. The company proved once again that early innovation often takes time to become a viable business proposition.

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Logitech® Wingman®

(1994) – Logitech's first gaming product, this was an ergonomic flight-simulating joystick that looked like the real thing. It lent its Wingman name to several subsequent gaming products, including force-feedback controllers that allowed Logitech to bring a new level of realism to gamers.

Logitech® VideoMan

(1995) – Logitech's first Web camera, VideoMan allowed people to send live and recorded video over the Internet for the first time ever – a revolutionary experience at the time. To deliver this experience, Logitech again demonstrated its expertise in developing software, critical to the webcam's ability to perform properly on the PC. Logitech quickly became a leading manufacturer of OEM webcams thanks to an agreement to manufacture VideoMan for Silicon Graphics (SGI).

Logitech® TrackMan® Marble

(1995) – The innovative Trackman Marble marked a major milestone in tracking technology: its revolutionary optical sensing system replaced vulnerable mechanical parts and eliminated problems such as dust and dirt clogging mechanical parts. Optical technology would later be introduced – and become standard – in computer mice.

Logitech® QuickCam® VC

(1998) – The first of Logitech's QuickCam webcams, the QuickCam VC webcam featured an eyeball design that has become one of the most recognizable shapes in the PC industry. Logitech purchased the QuickCam brand when the company acquired the hardware division of Connectix in 1998. Logitech has carefully fine-tuned the eyeball design over time. In 2005, the QuickCam webcam was named by *PC World* magazine as one of The 50 Greatest Gadgets of the Past 50 Years.

Logitech® Cordless Desktop®

(1998) – The genesis of a new product category, the introduction of the Logitech Cordless Desktop marked the first time RF wireless technology was included in a cordless mouse-and-keyboard package. Logitech trademarked the term and developed an entire family of Cordless Desktop products, with varying designs and features to help computer users enjoy and enhance the experience of navigating the rapidly developing Internet.

Logitech® GT Force™ racing wheel for PlayStation®

(2000) – Logitech's first peripheral designed for the rapidly growing console-gaming market, this high-performance USB wheel delivered powerful force-feedback and arcade realism into the living room. It was the company's first peripheral designed for a platform other than the PC.

Logitech® Z-560 speaker system

(2001) – Logitech's first performance speaker system for the PC, the 400-watt Z-560 system was awarded THX certification, a designation of audio quality reserved primarily for movies and high-end home-theater equipment until this time. The original flagship of the award-winning Z-series family, the foundation-shaking Z-560 speakers won many industry accolades, providing a huge splash for Logitech in the high-end PC speaker market.

Logitech® Cordless MouseMan® Optical

(2001) – In the midst of its 20th anniversary celebration, Logitech delivered the elusive and much-anticipated combination of cordless freedom in this breakthrough mouse. The Cordless MouseMan Optical freed people from cord tangles on the desktop and the chore of cleaning dirt and grime from ball-based mice. The key technical breakthrough was the new low-power optical chips that reduced the power consumption of the optics to enable battery life of up to three months.

Logitech® Cordless Controller for PlayStation®

(2002) – Using 2.4 GHz wireless technology, this cordless controller provided 20 feet of range, allowing consumers to sit comfortably on the couch without an unsightly, hazardous cord stretching across the living room. The second-generation controller, the Logitech® Cordless Action Controller for PlayStation® (2004), has become Logitech's best-selling game controller for any platform. Logitech also makes similar cordless controllers for the Xbox® gaming console.

Logitech® QuickCam® Orbit™/QuickCam® Sphere

(2003) – With an award-winning design that is dramatically different from typical webcams, the highly stylized QuickCam Orbit webcam features unique face-tracking capabilities using a motorized camera head that allows the camera to pan and tilt. Combined with applications such as Skype® and Windows Live™ Messenger, the webcam makes the experience of live voice and video communications over the Internet easier and more enjoyable.

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Logitech® diNovo™ Media Desktop™

(2003) – Logitech's ultra-stylish combination mouse, keyboard and media pad instantly transforms a PC into a Bluetooth® wireless control center, making it easy to wirelessly exchange information between the PC and Bluetooth devices, such as PDAs, mobile phones and printers. An award-winning design, the product features flat, angular shapes that complement the look of modern flat-panel monitors.

Logitech® MX™1000 Laser Cordless Mouse

(2004) – This desktop trophy was the industry's first computer mouse to feature laser tracking and illumination. Combining laser with Logitech's powerful MX processing engine and Fast RF™ wireless technology, the Logitech MX1000 mouse set a new performance benchmark for responsiveness and accuracy.

Logitech® Harmony® 880 remote control

(2005) – Sporting the first major redesign since Logitech's acquisition of Intrigue Technologies in 2004, the Internet-programmable Harmony 880 remote offers one-touch activity-based buttons – such as Watch TV, or Listen to Music – that reflect how people experience entertainment. Featuring a color LCD and a charging station, the stylish Harmony 880 remote has helped Logitech ascend to the U.S. retail market leadership position in revenue for the programmable remote control category.

Logitech® mm50 portable speakers for iPod®

(2005) – Soon after their introduction, Logitech's premium speakers for the iPod became one of the company's best-selling audio products. The sales success reflected Logitech's ability to enter into new markets with products that complement design icons such as the iPod, and to enhance people's digital experience on a variety of platforms.

Logitech's 25 +1 Most Important Products

A Revolutionary New Mouse

Logitech® MX™ Revolution Cordless Laser Mouse

(2006) – Setting the stage for the next 25 years of Logitech innovation, the Logitech® MX™ Revolution cordless laser mouse marks a radical change in navigating complex and abundant content. It features hyper-fast scrolling with a revolutionary alloy wheel – the MicroGear™ Precision Scroll Wheel – that spins freely for up to seven seconds, spanning hundreds of pages with a single flick of the finger and setting a new benchmark in scrolling efficiency. An innovative One-Touch™ Search feature allows people to select a word or phrase on a Web page or in a document and, with a single click, view Internet search results on that subject. And its ergonomic design is almost forgettable – it becomes a nearly imperceptible extension of the hand.

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