

Logitech's Top **25** Defining Moments

1981 – On Oct. 2, Logitech S.A. is officially formed by Daniel Borel, Pierluigi Zappacosta and Giacomo Marini. The first office is in Apples, Switzerland. The company signs its first contract to develop desktop publishing software for Ricoh of Japan.

1982 – Logitech Inc. is formed in the U.S., and the company opens its doors at 165 University Ave., a location that later houses a succession of notable Silicon Valley startups, including Google.

1982 – Logitech shows a prototype of its first computer mouse, the P4, at the Comdex technology trade show in Las Vegas.

1984 – Logitech secures its first major OEM win, with HP, a deal that then reaches approximately 25,000 mice sold per year.

1985 – Logitech introduces the C7, its first retail mouse. Available for under \$100 in the U.S., the C7 is viewed by many as a breakthrough in technology and price.

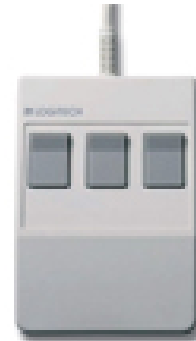
1986 – Logitech opens a manufacturing center in Hsinchu, Taiwan, establishing the company's first formal presence in Asia. Hsinchu continues to be a key center for Logitech's worldwide operations and engineering.

1987 – After a few meetings with Apple executives in Apples, Switzerland, Logitech eventually reaches an OEM agreement to manufacture mice for Macintosh® computers sold in Europe.

1988 – Logitech opens facilities in Cork, Ireland, to support its bustling OEM business in Europe and the rapidly growing demand for its mice. At first a hub for OEM sales, manufacturing, distribution, and engineering, the offices today remain a center for Logitech's OEM sales support and mechanical engineering.

1988 – Logitech files to hold an initial public offering and, in July, goes public on the SWX Exchange in Switzerland.

1989 – Logitech introduces the Series 9 mouse, the company's first mouse designed to fit the natural curve of a hand and its fingers. The ambidextrous, arching mouse is a departure from the familiar box shape. Comfort would become a core attribute of many future Logitech products.



Introduced in late 1985, the Logitech C7 Mouse, shown above, was the company's first retail mouse.

Available for under \$100 in the U.S., the C7 was viewed by many as a breakthrough in price. The advertisement for the C7, below, was the company's first.



1989 – Logitech wins a contract to manufacture mice for IBM, the biggest name in computing, bringing further legitimacy to Logitech's position as the leader in the computer mouse market.

1989 – Logitech unveils a colorful, friendly new logo, designed by Timothy Wilkinson of well-known Frog Design, signaling the company's increased focus on the consumer market.

1990 – Logitech recognizes that even with computer mice, one size can't fit all. The company introduces the MouseMan® family of mice, initially with four different shapes and sizes – MouseMan Left, MouseMan Right, MouseMan Large and MouseMan Small. In addition to fitting a variety of hand shapes and sizes, the mice are also the first to use slope to more naturally position the hand, reflecting Logitech's increasing commitment to ergonomics. But the significance of MouseMan goes beyond comfort. The introduction also represents a breakthrough in mouse engineering that dramatically reduces the number of moving parts, enabling the mouse to be produced reliably in high volumes. And a year later, Logitech introduces the MouseMan Cordless, the first retail mouse to use radio frequency (RF) technology, available for \$149 in the U.S.

1992 – Microsoft launches Windows® 3.1, Microsoft's first full-featured operating system (OS) with a graphical user interface – establishing a greater need for mice in the personal computing environment. Shortly thereafter, Logitech beats out Microsoft to win the first high-volume Compaq OEM mouse business.

1992 – Logitech establishes its own European distribution center, located in Nijmegen, the Netherlands. The central location enables Logitech to efficiently meet increasing demand for its products throughout the region. The center today remains Logitech's hub for European distribution.

1994 – Logitech opens its first fully owned manufacturing facility in China (Suzhou). Today, Suzhou remains the primary manufacturing center for Logitech.

1997 – In March, Logitech goes public in the U.S., as the company becomes listed on the Nasdaq Exchange. Logitech's market cap at the time is \$325.1 million (U.S.) – by mid-2006, the company's market cap has grown to more than \$3.8 billion.

1998 – Guerrino De Luca, an Apple veteran, joins Logitech as president and chief executive officer. During his first trip to the company's European headquarters, the Italian-born De Luca notifies employees they won't be receiving any bonus for the year. But his straightforward approach immediately wins the respect of his team. With De Luca at the helm, Logitech has delivered eight consecutive years of record sales and profits.



In 1989, Logitech unveils a colorful, friendly new logo, designed by well-known Frog Design, signaling the company's increased focus on the consumer market.

1998 – Logitech acquires the hardware division of Connectix and its QuickCam® family of webcams. The webcams' familiar eyeball shape becomes one of the most recognized computing icons, and the company sells more than 30 million of these devices. Logitech's Internet communications business, encompassing webcams and headsets, is one of the company's fastest-growing businesses, as the PC becomes a hub for voice and video communications.

2001– Logitech acquires audio technology expert Labtec. The company subsequently expands its audio business with premium digital speakers, stereo headphones, mobile headsets, as audio becomes a core segment of Logitech's business. In its most recent fiscal year (concluded in March 2006), Logitech's audio peripherals account for \$334 million (U.S.) in worldwide retail sales, more than double that of the previous year.

2001 – Logitech celebrates two decades of passion and survival as it reaches its 20th anniversary. The company begins its third decade of innovation with the introduction of its landmark Cordless MouseMan® Optical – the industry's first mouse to combine cordless freedom and optical tracking precision.

2003 – Upon completing its Fiscal Year 2003, Logitech surpasses \$1 billion in annual revenue for the first time.

2003 – Logitech announces the shipment of its 500 millionth mouse. Company founders reunite in San Jose to celebrate the occasion with the inventor of the mouse, Dr. Douglas Engelbart, and other pioneers in the PC industry.

2004 – Logitech acquires Intrigue Technologies, maker of the Harmony® universal remote control. The move brings Logitech into the entertainment center of the home, with a platform the company believes could evolve into the "mouse of the digital house."

2006 – Logitech launches the world's most advanced mouse, the MX™ Revolution laser cordless mouse. The new mouse transforms the experience of finding and manipulating the vast amount of digital content on the PC. Among its innovations, the mouse features a precision-engineered alloy scroll wheel that spins freely to span hundreds of pages with a single flick of the finger, setting a new benchmark in scrolling efficiency.



Since Guerrino De Luca joined Logitech as president and CEO in 1998, the company has delivered eight consecutive years of double-digit sales growth.