



# Logitech Milestones

## July 2011

### 1981

- Logitech was founded on Oct. 2 by Daniel Borel, Pierluigi Zappacosta and Giacomo Marini. The first office was in Apples, Switzerland.

### 1982

- Logitech opened its first U.S. office on March 8, at 165 University Ave. in Palo Alto, Calif.
- Logitech introduced its first mouse, the P4. The P4 used opto-mechanical technology, featuring optical encoders connected to the rollers to deliver greater tracking precision while providing the tactile response of a rolling ball.

### 1983

- Logitech established presence in Italy.

### 1984

- Logitech secured its first major OEM win, with HP, a deal that would reach approximately 25,000 mice sold per year.
- Logitech designed the first cordless mouse, using infrared technology, for Metaphor.

### 1985

- Logitech entered the retail market with the C7 mouse. Available for under \$100 in the U.S., the C7 was viewed by many as a breakthrough in price. The company sold more than 800 units in the first month (December) at retail. The C7 drew its power from the CPU's RS232 serial interface, eliminating the need for an external power supply.

### 1986

- Logitech Far East LTD was created in Hsinchu, Taiwan to be a manufacturing center. Production began in September of that year. Hsinchu is now one of Logitech's key engineering sites today.
- Logitech moved its European headquarters from Apples to Romanel, Switzerland.

### 1987

- Logitech established presence in Germany.

### 1988

- In July, Logitech went public on the SWX Swiss Exchange.
- Logitech introduced a handheld scanner, its first peripheral outside of its core mouse business.
- Logitech established presence in Ireland, Sweden, Japan and the United Kingdom.

### **1989**

- Logitech introduced the first thumb-operated trackball, the Logitech® TrackMan®, a departure from the traditional finger-operated trackball design.
- Logitech opened its Fremont, Calif. office. The office remains the North American center for the company today.
- Logitech announced the S9 Mouse, the company's first mouse designed to fit the curve of a hand, a departure from the familiar box shape.
- Logitech established presence in France.

### **1990**

- Logitech aimed to further satisfy the varying needs of its growing customer base with the new MouseMan product line. Realizing that one size can't fit all, Logitech introduced the mouse in different shapes and sizes – MouseMan Left, MouseMan Right, and MouseMan Large.

### **1991**

- Logitech debuted the first radio-based cordless mouse, the Logitech® MouseMan® Cordless. It used 27 MHz, a wireless standard that Logitech continued to deploy for many years in its cordless mice and keyboards.
- Logitech introduced the first mouse made especially for children, the Logitech® Kidz™ Mouse. Designed to look like a rodent mouse, it was much smaller than traditional mice, while its tail/cord stemmed from the back of the device.
- Logitech established presence in the Netherlands, Spain and China.

### **1992**

- Logitech announced FotoMan, an early digital still camera that connected directly to a PC.
- Logitech introduced AudioMan, its first audio peripheral, an all-in-one PC microphone and speaker.

### **1993**

- Logitech established presence in Canada, Austria, Denmark and Singapore.
- Logitech unveiled the Magellan® 3D mouse, the first mouse developed for 3D CAD/CAM/CAE applications.

### **1994**

- Logitech opened its first manufacturing facility in Suzhou, China. Today, Suzhou remains the primary manufacturing center for Logitech.
- Logitech announced WingMan®, a joystick for PC gaming. It was the first time Logitech made a product specifically for gaming.

### **1995**

- Logitech unveiled VideoMan, its first Web camera, meant for sending live and recorded video over the Internet.
- Logitech introduced Marble optical technology for use in trackballs. With the ability to scan the trackball motion with a camera and without any moving parts, the dust and dirt clogs prevalent in other systems were eliminated.

**1996**

- Logitech manufactured its 100 millionth mouse.
- Logitech established presence in Australia and Malaysia.
- Logitech opened two sales offices in China – in Shanghai and Beijing.

**1997**

- In March, Logitech went public in the U.S., as the company became listed on the Nasdaq Exchange.
- Logitech unveiled its first Universal Serial Bus mouse, the USB Wheel Mouse Pointing Device.
- Logitech exited the scanner business, selling it to Storm Technology. The company reallocated its scanner resources into its growing gaming business.

**1998**

- Guerrino De Luca, an Apple veteran, joined Logitech as president and chief executive officer.
- Logitech acquired the hardware division of Connectix and its QuickCam® family of webcams. Shortly thereafter, Logitech introduced the first webcam with an integrated microphone.
- Logitech introduced the Logitech® Cordless Desktop®, the first combination of a cordless mouse and keyboard on the market.
- Logitech established presence in Hungary.

**1999**

- Logitech established presence in Poland.

**2000**

- Logitech introduced its first mice with optical sensors to track movement, eliminating the ball-based mechanism traditionally found in mice.
- Logitech established presence in the Czech Republic, Norway, Hong Kong and India. Hong Kong is Logitech's Asia Pacific headquarter today.
- Logitech announced the GT Force™ racing wheel for PlayStation®, its first peripheral designed for the rapidly growing console gaming market.

**2001**

- Logitech acquired Labtec, dramatically expanding its audio business.
- Logitech was awarded THX certification for its new high-end digital speakers, the Logitech® Z-560 system.
- Logitech introduced Cordless MouseMan® Optical, providing the much-anticipated combination of precision optical tracking and cordless freedom in a mouse.
- Logitech and Yahoo! announced the addition of integrated real-time video to Yahoo!® Messenger.
- Logitech formed subsidiary 3Dconnexion® to focus on developing input devices for 3D motion control.
- Logitech established presence in Portugal, Mexico and South Korea.

## **2002**

- Logitech announced Cordless Presenter™, the industry's first retail pointing device with Bluetooth® wireless technology. Cordless Presenter allowed control of presentations on a PC at a range of 30 feet.
- Logitech unveiled cordless controllers for both Xbox® and PlayStation® platforms.
- Logitech introduced the Logitech® io™ Personal Digital Pen, a device that automatically converted handwritten notes into digital records.
- Logitech entered the mobile phone headset market by introducing six headsets emphasizing comfort and design.
- Logitech established presence in Colombia, Puerto Rico, Brazil and Argentina.
- Logitech introduced the first headset to enable voice command and Internet chat during game play on the PlayStation. The headset was bundled with Sony's SOCOM Navy Seals game.

## **2003**

- Logitech surpassed \$1 billion in annual revenue in its FY 2003.
- Logitech announced it was working with Microsoft Corp. to enable live video capabilities for customers of MSN Messenger.
- Logitech announced the shipment of its 500 millionth mouse.
- Logitech introduced three new products that transform 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.
- Logitech introduced the highly stylized QuickCam Orbit webcam, with unique face-tracking capabilities and a motorized camera head that allowed the camera to pan and tilt, following people as they move during video communications.
- Logitech introduced the Logitech® Mobile Bluetooth® Headset, its first mobile headset with Bluetooth wireless technology.

## **2004**

- Logitech announced the acquisition of Intrigue Technologies, maker of the Harmony Remote control.
- Logitech surpassed \$1 billion in annual retail sales in its FY 2004.
- Logitech announced the sale of 50 million cordless PC peripherals.
- Logitech announced users of MSN had logged more than one billion video instant messaging sessions on Webcam for MSN Messenger.
- Logitech unveiled the world's first mouse to use laser tracking and illumination, the Logitech® MX™ 1000 Laser Cordless Mouse.
- Logitech announced its first Bluetooth stereo headphones, as part of an OEM agreement with HP, for use with the HP iPAQ Pocket PC.
- Logitech unveiled Logitech® VideoCall for broadband, a webcam application and service allowing people to communicate over the Internet with fully integrated live video and audio.

## **2005**

- Logitech opened a new factory in Suzhou, China.
- Microsoft launched MSN Messenger 7.0 with Video Conversation, powered by Logitech, providing high-quality, synchronized live audio and video communications at no charge to MSN Messenger users.
- Logitech reached a webcam milestone: 25 million sold.
- Logitech introduced the Harmony 880 remote control, the company's first remote with a color LCD screen and its first rechargeable remote. The Harmony 880 remote quickly became a best-seller, and helped Logitech ascend to the U.S. retail market leadership position for revenue in the programmable remote control category.
- Logitech unveiled its first speakers and headphones for iPod® players and portable music players.
- Logitech entered the PlayStation Portable (PSP) accessories market with its PlayGear family of products.
- Logitech introduced Logitech® Video Effects software, allowing consumers to transform themselves into three-dimensional animated characters or wear animated accessories as they communicate with their webcam over the Internet.
- Logitech introduced the Logitech G15 keyboard, the world's first gaming-specific keyboard with an LCD and 18 customizable G keys, providing gamers an unprecedented level of programmability and control.
- Logitech introduced the world's first THX-certified 5.1 speaker system with digital wireless dual rear speakers, the Logitech® Z-5450 Digital speakers.

## **2006**

- Logitech announced the acquisition of Slim Devices, a pioneer in the development of Squeezebox™ music systems that take advantage of a home network and the Intranet.
- In its Fiscal Year 2006, Logitech delivered \$1.8 billion in revenue and shipped more than 143 million products worldwide.
- Logitech reached a new mouse milestone: more than 700 million sold.
- Logitech introduced the Logitech® MX™ Revolution cordless laser mouse, marking a radical change in how people navigate complex and abundant content. It featured hyper-fast scrolling with a revolutionary alloy wheel – the MicroGear™ Precision Scroll Wheel – that spun freely for up to seven seconds, spanning hundreds of pages with a single flick of the finger.
- 3Dconnexion introduced SpaceNavigator™, which offered natural and intuitive navigation of 3D environments and objects.
- Logitech redefined the concept of a PC speaker system with the introduction of the Logitech® Z-10 Interactive 2.0 Speaker System. The groundbreaking design included built-in touch-sensitive controls and a backlit display that showed digital-music track information, a clock, volume and more.
- Logitech introduced the Logitech® diNovo Edge™ keyboard, the world's first rechargeable keyboard with integrated touch-sensitive navigation and embedded Bluetooth® wireless technology.
- Logitech introduced the Logitech® Alto™ notebook stand, the first product in a new line of notebook stands.
- Logitech announced the Logitech® G25 Racing Wheel, the company's first to include a six-speed gated shifter, and a push-down reverse gear, offering a new level of control.

- Logitech announced the Logitech® Harmony 1000 advanced universal remote, the company's first remote with a touch-sensitive color screen.

## **2007**

- Logitech reached a new webcam milestone: more than 50 million shipped.
- Logitech ended its Fiscal Year 2007 with more than \$2 billion in sales and shipments of more than 150 million products.
- Logitech announced a collaboration with EPFL (Ecole Polytechnique Fédérale de Lausanne) to create an innovation incubator for development of new technology ideas.
- Logitech announced the QuickCam® Pro 9000 and QuickCam Pro for Notebooks webcams, featuring lenses designed in an exclusive collaboration with Carl Zeiss, one of the world's leading optics companies.
- Logitech announced a collaboration with Skype to provide high-quality video services for video calling with Logitech's premium webcams, which featured lenses designed through an exclusive collaboration with Carl Zeiss.
- Logitech announced the acquisition of WiLife, a provider of easy-to-use solutions for video monitoring/security for the home or small business.
- Logitech introduced its Wave™ design keyboard for more natural typing comfort.
- Logitech introduced the MX Air™ mouse, which could be used on the desk or in the air.
- Logitech introduced the VX Nano Cordless Laser mouse with a tiny USB receiver that could be plugged into a USB port and remain there.
- Logitech transitioned its digital writing business to Destiny Wireless plc.
- Logitech relocated its European headquarters to Morges, Switzerland.

## **2008**

- Guerrino De Luca became Logitech's chairman of the board and Gerald P. (Jerry) Quindlen became the company's president and chief executive officer.
- Logitech introduced the Harmony™ One universal remote control, designed in response to extensive customer feedback.
- Logitech introduced the diNovo Mini™ palm-sized keyboard for controlling PC-based entertainment from the sofa.
- Logitech added to its Squeezebox™ line of products for listening to Internet radio with the Squeezebox Duet and Squeezebox Boom.
- One-touch upload video to YouTube functionality was added to Logitech webcam software.
- Logitech ended its Fiscal Year 2008 with \$2.4 billion in sales and shipments of more than 165 million products.
- Logitech unveiled its first Mac®-compatible webcam with premium autofocus and Carl Zeiss® optics.
- Logitech acquired Ultimate Ears, the leading supplier of custom in-ear monitors for professional musicians and an emerging provider of premium earphones and for the consumer market.
- Logitech signed an agreement with Activision to develop premium instruments for Guitar Hero® franchise, leading to the development of a line of wireless Guitars for the PS3, Xbox 360 and Wii platforms.
- Logitech introduced the first of its G-Series high-performance gaming peripherals.
- Logitech acquired SightSpeed, provider of Internet video communications services.

- Logitech announced the shipment of its billionth mouse.

## **2009**

- Logitech unveiled the first force-feedback flight simulation controller with the Logitech Flight System G940, inspired by military and commercial planes and helicopters.
- Logitech introduced the Logitech® Unifying receiver to consolidate input from wireless devices into one USB port, a nod to Logitech's exploding wireless product line and to the company's ongoing commitment to simplifying the wireless experience.
- Logitech introduced the first laser mice that could track on high-gloss surfaces using Logitech Darkfield Laser Tracking™: The Logitech® Performance Mouse MX™ and the Logitech® Anywhere Mouse MX™.
- Logitech delivered \$2.2 billion in revenue for FY 2008.
- Logitech introduced Logitech Vid™, and easy-to-use video calling service.
- Logitech and Queen made music history by releasing a new album exclusively via the Logitech® Squeezebox™ Radio Wi-Fi music player.
- Logitech acquired LifeSize Communications for industry-leading HD video conferencing solutions.

## **2010**

- Logitech inaugurated the Daniel Borel Innovation Center at Lausanne's Ecole Polytechnique Federale, the university where Logitech's first mouse was conceived, closing its R&D center in Romanel, Switzerland.
- Logitech began expanding its sales and marketing presence in China.
- The Ultimate Ears 18 In-ear monitor launched as the industry's first 6-speaker custom in-ear monitors and the Ultimate Ears In-Ear Reference Monitor, the first in-ear monitor to deliver a completely flat response.
- Logitech delivered a full lineup of HD webcams with the Logitech HD Pro Webcam C910, HD Webcam C510, HD Webcam C310 and HD Webcam C270.
- Logitech expanded its offering in the digital living room by being a launch partner for the Google TV™ platform and developing the Logitech Revue with Google TV and TV Cam.
- Logitech Introduced the Logitech Alert line of video security cameras.
- Logitech continued to innovate in the keyboard product line by introducing its first solar-powered keyboard – the Logitech Solar Keyboard K750 – and its first wireless backlit keyboard – the Logitech Illuminated Keyboard K800.
- Logitech introduced the Fantasy Collection of peripherals in brilliant color and fanciful patterns.
- Logitech began to develop apps for smartphones.
- Logitech's LifeSize division announced an innovative video capture and broadcast system that enabled HD video to be accessible everywhere – live or on demand.

## **2011 (Up to July)**

- Logitech entered the tablet market with a line of accessories, including cases and keyboards, speakers and mice for iPad and Android-based tablets.

- Logitech unveiled the Logitech Surround Sound Speaker Z906, the successor to its award-winning Z5500 Speakers for theater-quality 5.1 sound for movies, games and music.
- By releasing the Logitech Alert app for iPad and iPhone, users of Logitech's Digital Video Security system have even more ways to view their video security footage.]
- Logitech sold its 3DConnexion business.
- Taking another step toward making a video call from the comfort of your couch, Logitech announced the Logitech® TV Cam for Skype™, a plug-and-play TV camera for making and receiving high-definition video calls directly from select 2011 Panasonic VIERA Connect™-enabled VIERA® HDTVs that feature Skype.
- Logitech formed the Logitech for Business Group to focus on providing solutions for Unified Communications to businesses.