

Logitech: the Interface Company

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Abstract: Over a 20 years span, Daniel Borel will show how Logitech's enduring vision has been turned into products; how technological innovation and cool design have been combined in products that people love to use to work, play and communicate in the digital world.

Keywords: input device, mouse, Logitech

1 Company Backgrounder

Logitech designs, manufactures and markets personal interface products that enable people to effectively work, play, and communicate in the digital world. The company's products combine essential core technologies, continuing innovation, award-winning industrial design and excellent price/performance.

With corporate headquarters through its U.S. subsidiary in Fremont, California, and regional headquarters through local subsidiaries in Switzerland, Taiwan and Hong Kong, Logitech International is a Swiss public company traded on the Swiss Exchange under the symbol LOGN, and on the Nasdaq National Market under the symbol LOGI. The company has manufacturing facilities in Asia and offices in major cities in North America, Europe and Asia Pacific. At present, the company employs more than 4,500 people worldwide.

Logitech's origins lie in the OEM sector, which remains an important part of Logitech's business. To meet the demands of its OEM customer base, which includes most of the world's largest PC manufacturers, Logitech offers high-volume manufacturing with focused quality control, worldwide distribution and logistics, and the ability to leverage its infrastructure under changing demand conditions.

During the past few years, Logitech has significantly broadened its product offering and increased its presence in the retail sector, as consumers enhance their basic systems with more fully featured interface devices that add functionality and cordless freedom to their desktops, as well as supplementary devices designed for new applications and specific purposes such as gaming, multimedia or visual communication on the Internet.

Today, Logitech's retail business accounts for more than 80 percent of its revenue. The company enjoys a strong brand presence in retail outlets located in over 100 countries, as well as on hundreds of web-based retail sites. To provide the market with best-of-category in a broadening array of products, Logitech's business model calls for supplementing its internal engineering and manufacturing strength with additional products and technologies through a combination of strategic acquisitions and industry partnerships.

References

[see for further information at www.logitech.com]