

logitech

Mai Prasertbodin

A vintage Logitech mouse, likely a Model 3-Button Mouse, is shown. It has a beige plastic body with three black buttons. The text "LOGITECH" and "LOGIMOUSE" is visible on the top surface. A green cord is attached to the back, leading to a connector with a D-sub 15-pin port and a locking mechanism. The mouse is set against a dark, textured background.

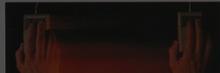
They found a mouse
in the farm!

on a desktop.

LOGITECH
Circle 150 on Reader Service Card (Dealers: 151)

The LOGITECH HIREZ Mouse—the only mouse expressly designed for high-resolution screens.

With a resolution of 320 dots-per-inch (as compared with 200 dpi or less for ordinary mice), it covers the same area on your high-res screen, but needs less of your desk to do it. More than 50% less. Saving you valuable desk space, and effort. Mouse maneuvers that used to require a sweep of the hand are now reduced to a flick of the wrist.



The LOGITECH HIREZ mouse needs 50% less desk space to cover the same amount of screen area as a 200 dpi mouse.

Which makes this new mouse a hand's best friend. And a more reliable, long-lasting companion—fully compatible with all popular software, and equipped with a Lifetime Guarantee.

Equipped, too, with other advantages exclusive to all Logitech mice: A unique lightweight ergonomic design. Low-angled buttons for maximum comfort and minimum fatigue. An exclusive technology that guarantees a much greater life span. An exceptionally smooth-moving, dirt-resistant roller ball. And natural compatibility with all PCs, look-a-likes, and virtually any software.

So if you've got your eyes on a high-res screen, get your hands on the one mouse that's agile enough to keep up with it.

The LOGITECH HIREZ Mouse. For the dealer nearest you, call 800-231-7717 (800-552-8885 in California), or write Logitech, Inc., 6505 Kaiser Drive, Fremont, CA 94555. In Europe, call or write: Logitech Switzerland, European Headquarters, CH-1111 Romanel/Morges, Switzerland (+41-21-869-9656).

LOGITECH
Circle 150 on Reader Service Card (Dealers: 151)

Introducing the most agile mouse ever to set foot on a desktop.

source: computersweekly.com

From the world leader in control devices comes the world's best way to play doom style games: WingMan Warrior. With 360-degree motion and two-handed control, it's the choice of hard-core gamers everywhere. For FaxBack information call: 1-800-245-0000, Document 8112. Or phone 1-800-732-2990. Visit Logitech and WingMan Warrior at: <http://www.logitech.com>

"When I created Doom I never imagined there'd be such a killer way to play it. WingMan Warrior is it."

John Romero
of Software Stud and co-creator of Doom, Doom II, Heretic, Hexen and Quake.



Easy hot and middle buttons eliminate most keyboard commands.

1 billion mice world-wide by 2008

SpinControl™ Technology gives you precise, 360-degree spin control for faster turning just think where you want to be, and you're there.

Control lets you move around in 3D games like you're really there.

Weighted steel base makes sure the battery stays put when you're busy dodging incoming explosive projectiles.

Analog and digital interfaces provide digital level control in supported DOS games and Windows 95.

From the world leader in control devices comes the world's best way to play doom style games: WingMan Warrior. With 360-degree motion and two-handed control, it's the choice of hard-core gamers everywhere. For FaxBack information call: 1-800-245-0000, Document 8112. Or phone 1-800-732-2990. Visit Logitech and WingMan Warrior at: <http://www.logitech.com>

LOGITECH
Products people love

Circle 150 on Reader Service Card (Dealers: 151)

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"When I created Doom I never imagined there'd be such a killer way to play it. WingMan Warrior is it."

Some pointing devices feel quite alien.



Not every kind of pointing device fits your kind of hand.

TrackMan™ is built the way you are.



Some pointing devices feel quite alien.

When we put our minds to designing the next generation of pointing devices, we started with our users. It turns out that people have used things like remote controls and joysticks of other things — which only go so far down.

We tested dozens of prototypes. None beat the design that is now TrackMan. A true 4.25" x 5.5" mouse with a low-profile, lightweight ball placed under the thumb, three buttons under the fingers, and room to rest the hand.

TrackMan is smart too. Adjustable from 50 to over 70,000 dpi resolution (based on 8000 on-the-fly button clicks). Lots of built-in menus to control an on-screen keyboard, mouse operations, even a dial for Linux 1.2.0.

So when it comes to this advanced mouse, it's compatible with all other top-selling mice. TrackMan is guaranteed to work with any application on a 256K IBM

For compatible personal computer: Price™ 8149. Includes with: Subscription Guarantee and 3-Year 24-Hour Product Support.

For further information call: 800-231-7717 Ext. 342

In California: (909) 512-8890
In Canada: (416) 795-8000
In Europe: +41-21-869-9656



Circle 151 on Reader Service Card (Dealers: 151)



Rose 66% sales
in history after June 2020

Why Logitech?

Innovation

Logitech is named one of the **most innovative** companies in 2020

Fast Company

Design

Winning countless **designs awards** including Reddot, iF, IDA design awards

Businesswire

Affordable

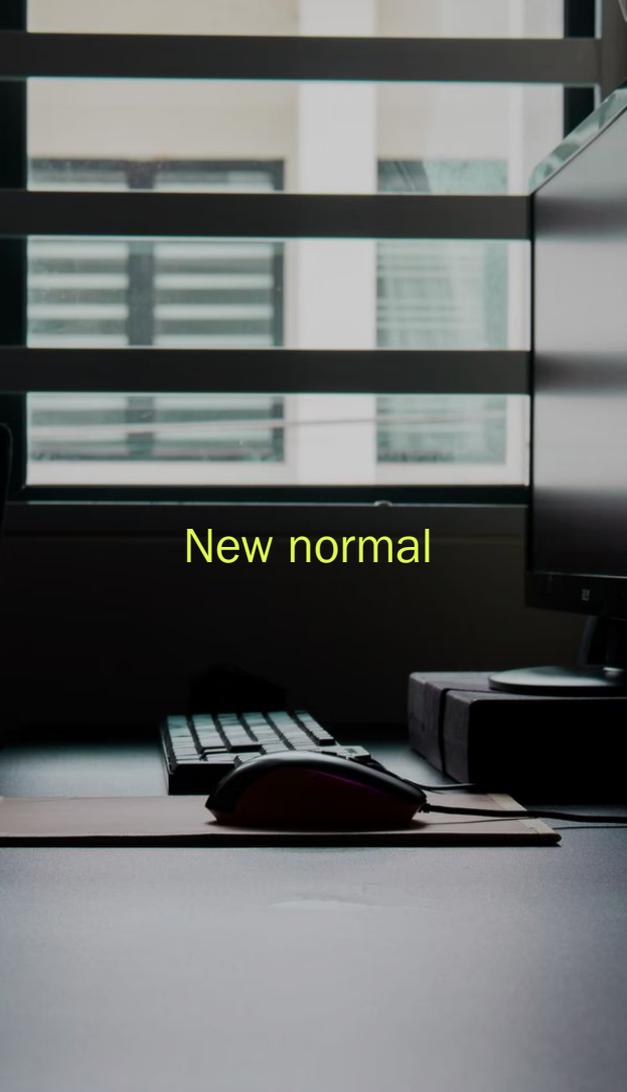
Ranked one of the most affordable and reliable devices for **offices and gaming**

Amazon

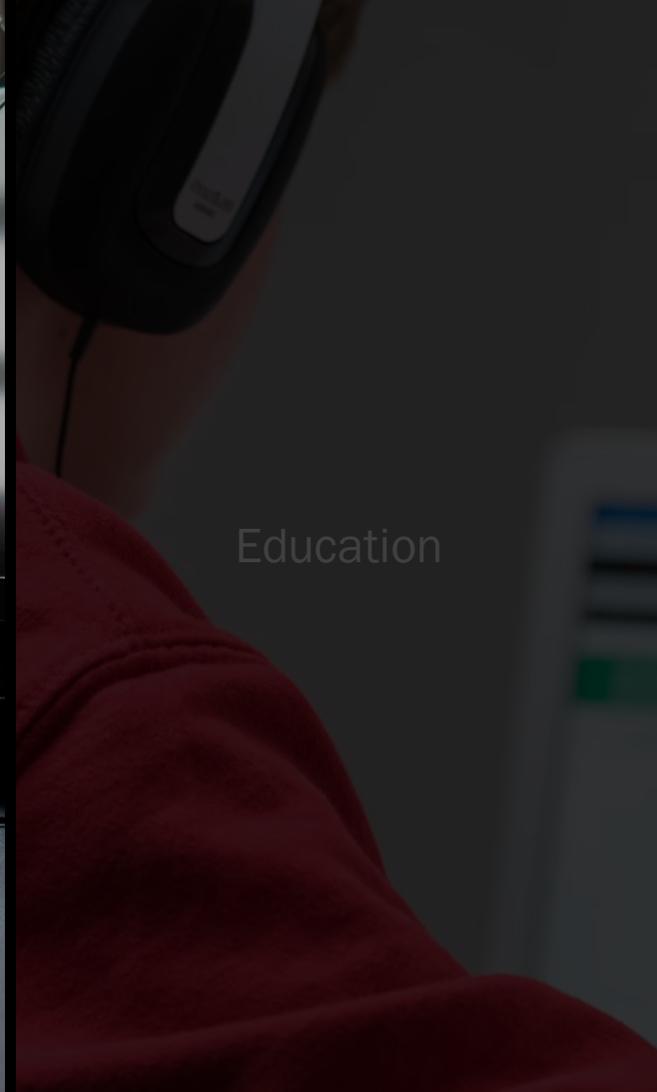
Sustainability

Eyes on climate positivity to reach Net Zero by 2030 using **Renew, Reduce, Restore** Strategy

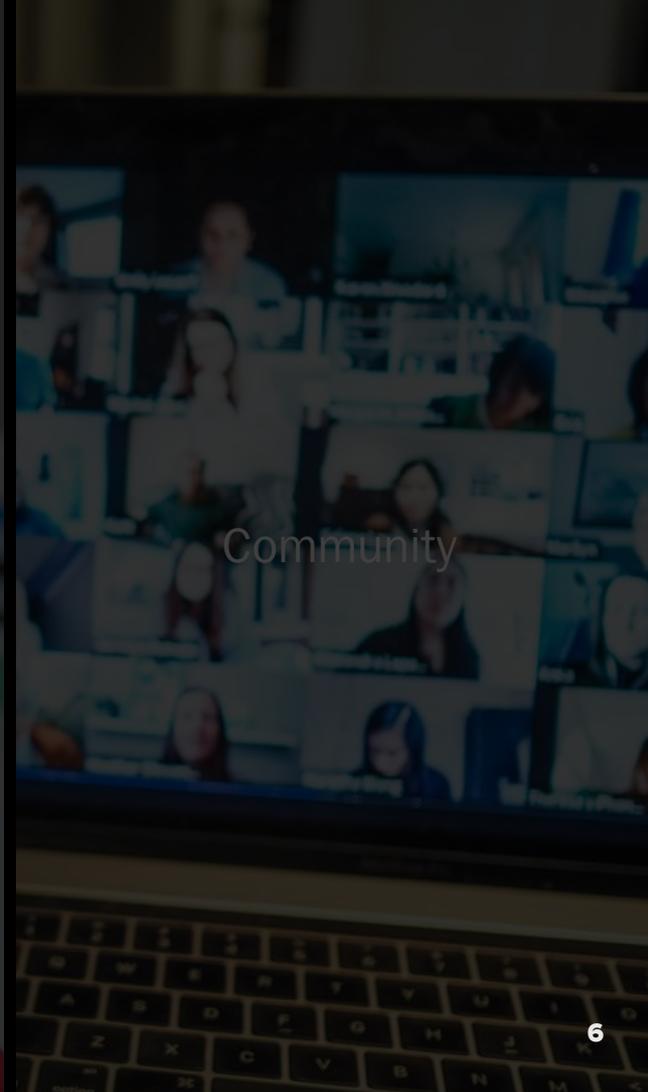
Sustainable Brand



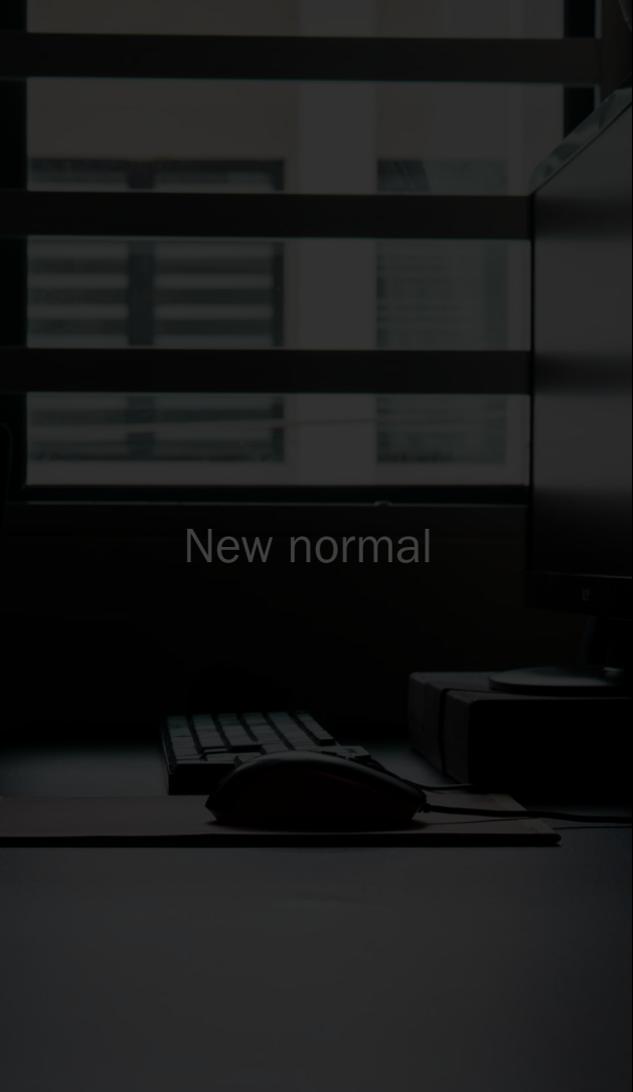
New normal



Education



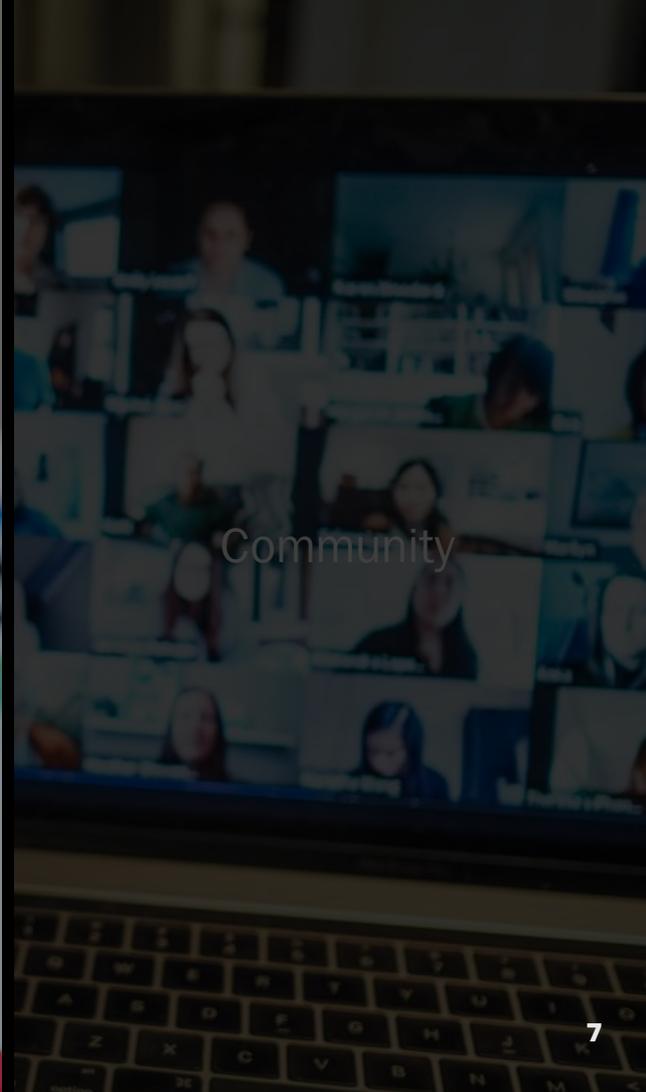
Community



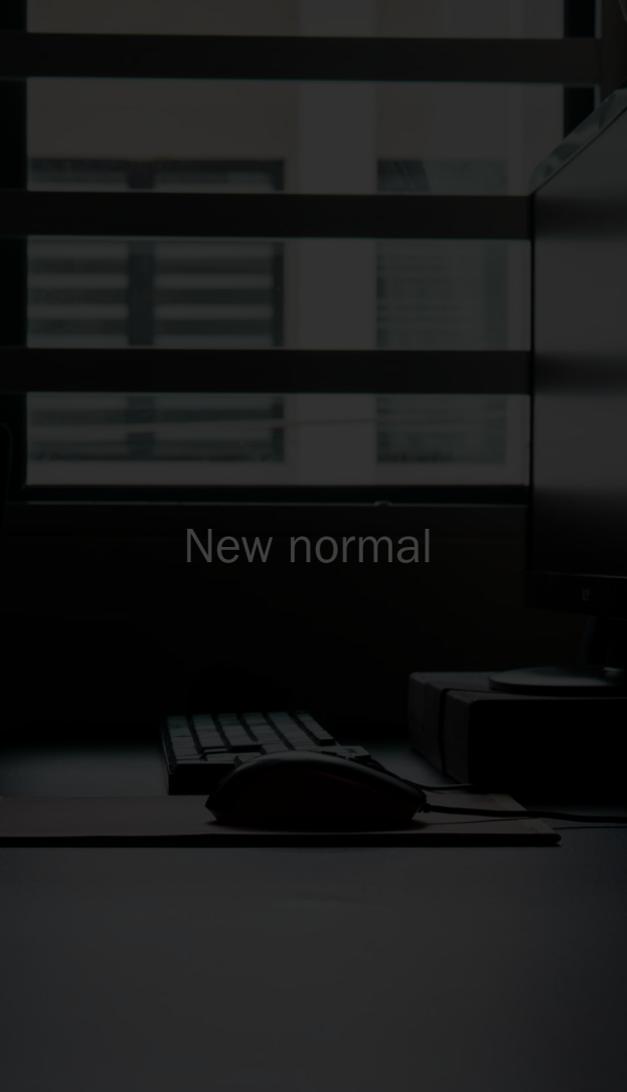
New normal



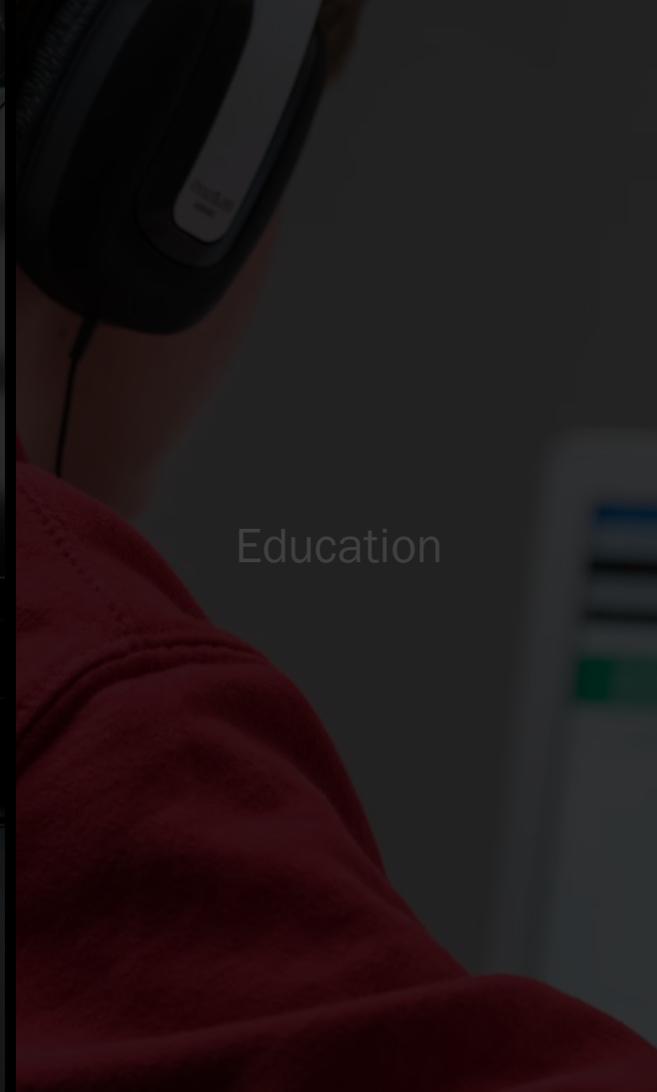
Education



Community



New normal



Education



Community



All sounded good until...

Asking questions

How much online packaging waste per year?

Online shopping alone generates **5 billion** items to homes worldwide, largely in paper envelopes and cardboard boxes.

Vox

How much packaging waste is actually reuse?

In 2018, the recycling rate of generated packaging and containers was **53.9 percent.**

EPA

Why is recycling so hard?

Surveys show Americans are eager to recycle but frustrated. They're **not sure** what is recyclable.

NYTimes

Asking questions

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How can we reunite humans with their humanity?

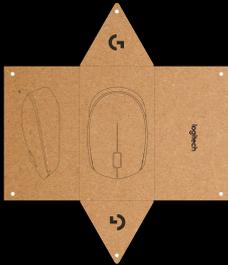


Let's go back to our roots



Something as simple as **bees**

Starting Local: The Bee House!



regular package



origami inspired



home-made sanctuary

Starting Local: The Bee House!

Locations
logitech serves
throughout the
world



Starting Small: Farming Program

hands on
experience

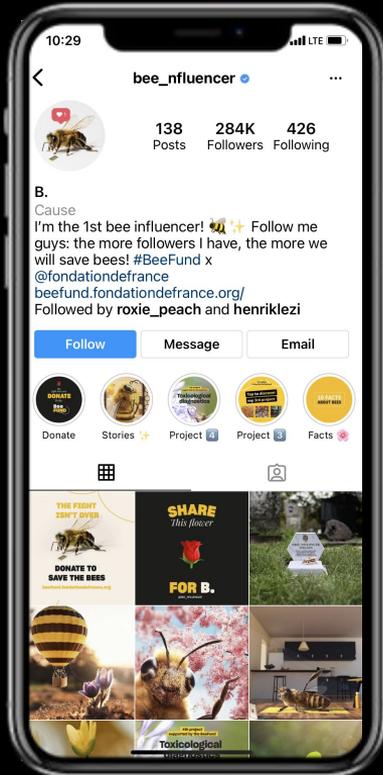


educating the
importance of
small acts



bringing
communities
together

Make it a BUZZ!



spread the words!



@bee_nfluencer!



act on it!

Gut check!

Balance

Understanding the importance of the technology but connecting with each other making it more human!

Tactile story

Remember the farm and the mice?

Let's get back to the root how these all started!

Start Local

The power of starting now. How might we help consumers not just aware but put them in action!

Start Small

Small gestures can create big impact.

You just got to believe!

reuniting humans with their humanities

Thanks!

logitech

By Mai Prasertbodin

References

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