



NEWS RELEASE

Logitech CRAFT Advanced Keyboard with Creative Input Dial Sets New Standard for Desktop Control

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Flagship Keyboard Improves Creativity and Productivity

LAUSANNE, Switzerland & NEWARK, Calif.--(BUSINESS WIRE)-- Today Logitech (SIX: LOGN) (NASDAQ: LOGI) announced **CRAFT**, an advanced keyboard with a creative input dial, setting a new standard for computer keyboards. CRAFT looks and feels better than anything you have typed on and offers a whole new way to immediately access context-specific computing tools with a smart aluminum dial. For example, with a touch, tap or turn you can adjust image brightness, contrast and saturation in Adobe Photoshop, or create and adjust charts in Microsoft Excel®. The creative input dial gives you the ultimate control and input at your desk for precision, efficiency and uninterrupted creative flow.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20170831005025/en/>

Introducing CRAFT, an advanced keyboard with a creative input dial, setting a new standard for computer keyboards and desktop control. (Photo: Business Wire)

Tweet now: Introducing @Logitech #CRAFT. Transform your workflow w/ complete

desktop control. Learn More: <http://blog.logitech.com/?p=26056>

"Our new flagship Logitech CRAFT keyboard is for all creators who spend a lot of time designing and creating - who want to work with greater precision and feel connected to their work," said Art O'Gnimh, global head of keyboards at Logitech. "The creative input dial gives you instant access to the functions you need, the moment you need them, allowing you to increase your productivity by simply touching the dial. CRAFT puts you in your creative element - every time you sit at the desk."

The touch-sensitive aluminum creative input dial, called the Crown, recognizes the apps you are using and gives instant access to the tools you need. With a slight touch of the Crown you can instantly access context-specific functions -- like brush size, brightness, chart type, font size -- tap to change the function and turn to change the selected function's value. Installing custom profiles in Logitech Options™ Software maximizes the creative process when working with Adobe Photoshop CC, Adobe Illustrator CC, Adobe Premiere Pro CC, Adobe InDesign CC and Microsoft PowerPoint®, Excel® and Word® (Microsoft functionalities work on PC only at this time). The Crown brings comfort, immediacy and convenience to your creative process and allows for increased two-handed interactions. You can also have access to global controls - giving you the ability to change desktops, navigate between apps, or adjust volume - and assign one additional Crown function in each of your favorite apps.

CRAFT also features smart illumination with backlighting that detects your hands and adjusts lighting automatically depending on the room conditions. The keys are crafted for comfort, in a full-size familiar layout, with each individual key engineered for stability and precision. CRAFT looks great alongside other premium desktop accessories by Logitech, such as the **Logitech MX Sound**, **Logitech Spotlight Presentation Remote** and **Logitech MX Master 2S**.

Additionally with the touch of an Easy-Switch™ button, you can easily switch between – and type on – any three connected devices, whether you are using a Windows® PC or Mac®. Select from either a Logitech Unifying™ USB or Bluetooth® Low Energy technology to connect to your computer.

Pricing and Availability

The Logitech CRAFT Advanced Keyboard is expected to be available in October 2017 at Logitech.com and select retail stores for a suggested retail price of \$199.99. For more information, please visit Logitech.com, our **blog** or connect with us on **Facebook**, **Instagram** and **Twitter**.

About Logitech

Logitech designs products that have an everyday place in people's lives, connecting them to the digital experiences they care about. Over 30 years ago, Logitech started connecting people through computers, and now it's designing products that bring people together through music, gaming, video and computing. Founded in 1981, Logitech International is a Swiss public company listed on the SIX Swiss Exchange (LOGN) and on the Nasdaq Global Select Market (LOGI). Find Logitech at **www.logitech.com**, the **company blog** or **@Logitech**.

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Wendy Spander

1-510-713-5393

wspander@logitech.com