



NEWS RELEASE

Logitech G Unveils Two Cherry Mechanical Gaming Keyboards

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The Logitech G610 Orion Brown and Logitech G610 Orion Red Feature Cherry MX Mechanical Switches, Customizable Lighting and Pure Performance-Driven Design

NEWARK, Calif.--(BUSINESS WIRE)-- Logitech (SIX: LOGN) (NASDAQ: LOGI) today announced the expansion of its mechanical gaming keyboard lineup with the **Logitech® G610 Orion Brown** and the **Logitech® G610 Orion Red**. Both products feature Cherry MX mechanical switches, as well as customizable bright white LED key backlighting and dedicated media controls. These full-size mechanical gaming keyboards integrate industry-leading technology and quality of construction in a uniquely crafted design to deliver peak performance for a pure gaming experience.

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

<http://www.businesswire.com/news/home/20160317005254/en/>

Logitech G unveils two Cherry mechanical gaming keyboards - G610 Orion Brown and G610 Orion Red - featuring Cherry MX mechanical switches, customizable lighting and pure performance-driven design (Photo: Business Wire)

Tweet now: Logitech unveils #G610 keyboards - Cherry MX & pure performance design @LogitechG #GameWithPassion

#WinWithScience <http://blog.logitech.com/?p=24523>

"Keyboard enthusiasts want a variety of options," said Ujesh Desai, vice president and general manager of gaming at Logitech. "Our new G610 Orion keyboards deliver a clean, sophisticated design along with a choice of mechanical switches."

Pure Performance-Driven Design

Every aspect of the Logitech G610 Orion Brown and the Logitech G610 Orion Red – from the simplest details, such as fingerprint-masking matte texture and a durable braided cable, to the most complex details, including advanced bright white LED key backlighting – is precisely engineered. The result is industry-leading technology and quality of construction in a uniquely crafted design.

Cherry MX Key Switches

The Logitech G610 Orion Brown and the Logitech G610 Orion Red feature Cherry MX mechanical switches, which are the industry standard in mechanical keyboards. Cherry MX switches are rated over 50 million keystrokes and actuate precisely for a reliable gaming experience. Low-noise Cherry MX Brown switches have a tactile bump for feedback while you type, while low-noise Cherry MX Red switches have a linear keypress for rapid-fire actuation.

Customizable LED Backlighting

Use Logitech Gaming Software (LGS) to select and personalize brightness for each key to match your style, system or environment, or set lighting to sleep when you aren't using the system. Light up keys to keep track of spells and other commands. Additionally, use LGS to synchronize lighting patterns and effects with other Logitech G gaming gear so your devices can display the same lighting pattern. Available patterns include breathing or light wave.

Easy-Access Media Controls

The Logitech G610 Orion Brown and the Logitech G610 Orion Red feature dedicated media controls that can be used to play, pause and mute music and videos instantly, so you can control your background track without switching out of your game. Use the roller to adjust the volume, or skip to the next song with the touch of a button.

Full Customization

Get full control of the Logitech G610 Orion Brown and the Logitech G610 Orion Red with LGS. Customize your favorite games with custom button macros on the F1-F12 keys. Control lighting on individual keys and determine which keys are turned off when you turn on Game Mode.

Pricing and Availability

The Logitech G610 Orion Brown and the Logitech G610 Orion Red are expected to be available in the U.S. and Europe beginning in March 2016, for a suggested retail price of \$119 and €139. For more information please visit gaming.logitech.com or our [blog](#).

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

510-713-5393

wspander@logitech.com