Keyboard LCD a Smart Addition to Logitech Cordless Desktop MX 5000 Laser

Using Bluetooth, Keyboard Wirelessly Sends and Receives Information; Built-In LCD Shows Notifications and Media Information, Alleviates On-Screen Monitor Clutter

FREMONT, Calif. -- Aug. 16, 2005 -- Logitech (SWX: LOGN) (NASDAQ: LOGI), the world's leading manufacturer of cordless mice and keyboards, today announced the Logitech® Cordless Desktop® MX™ 5000 Laser, featuring a built-in LCD on the keyboard that helps people manage the constant flow of information that has become an inherent part of working with computers. The LCD screen can display e-mail and instant message (IM) notifications, favorite playlists and Internet radio stations. And by displaying certain information on the LCD -- such as the status of the caps lock and F lock keys, volume levels and mute -- the keyboard also alleviates visual clutter that would ordinarily be displayed on the computer monitor.

These capabilities mark a shift in the role of a cordless keyboard and mouse on a desktop. The Logitech Cordless Desktop MX 5000 Laser keyboard is more than just an input device: It has the ability to send information to and receive information from the computer, making it a smart device. The product also can turn a PC into a Bluetooth® wireless hub, as it features the new Bluetooth 2.0 Enhanced Data Rate (EDR) wireless technology.

"Logitech introduced the world's first mouse-and-keyboard combination in 1998 with the goal of removing cord clutter from the desk," said Denis Pavillard, Logitech vice president of product marketing for desktops. "We succeeded in delivering on that vision, and we are now addressing a different kind of clutter -- cleaning up the mess of notifications and information that are displayed on the computer monitor. The Logitech Cordless Desktop MX 5000 Laser desktop pushes that information to a peripheral screen so that people can choose when to glance at their notifications and status information, and can therefore clear their monitors -- and their minds."

Built-In LCD Keyboard Screen

The multipurpose LCD screen displays information that can be navigated using the four buttons immediately below the screen: Up, Down, Back and Enter. The LCD displays:

- A Dashboard -- The LCD's default screen shows the active account name of the Microsoft® XP user, room temperature, and critical keyboard status information such as caps lock, F lock, and battery level. The time and date are also displayed and are automatically synchronized with the computer.
- Main Menu -- Viewable by pressing the keyboard's Down button, the main menu includes smart key assignments, playlists, and radio stations. The keyboard has four programmable smart keys, F9 through F12, which can be programmed by pressing and holding them while in the desired application, just like programming a car radio preset button. The LCD and its controls provide one-touch access to music playlists from popular media player applications, including iTunes®, Windows® MediaPlayer™, Musicmatch®, and the new version of Logitech® MediaLife™ software. People can also access and launch categories and themes of music through Musicmatch's Internet radio stations.
- Media Feedback -- The keyboard LCD screen shows the volume level as it is adjusted. The LCD also displays the percentage of view when people are zooming in or out of an image or document.
- Instant Messages and E-Mails -- The keyboard screen provides instant notification of new e-mail and instant messages, as well as the status of the user's instant messaging presence for Yahoo!® Messenger and MSN® Messenger. Using Logitech® SetPoint™ software, users can specify from which of their contacts they wish to receive these peripheral notifications.
- A Calculator -- A button on the keyboard activates the calculator, which appears on the LCD rather than on the monitor screen, to help diminish clutter. Calculation results are automatically saved to the computer's clipboard so that they can be pasted into spreadsheets, documents, or other PC applications.

Wireless Connectivity With Bluetooth 2.0 EDR

The Logitech Cordless Desktop MX 5000 Laser can turn an ordinary PC into a Bluetooth wireless hub. With Logitech's Bluetooth mice and keyboards, people can conduct voice-over-IP (VoIP) calls with a Bluetooth headset, transfer pictures from a Bluetooth mobile phone, listen to music through Bluetooth headphones, and synchronize important data between mobile devices and the PC -- all without the hassle of connecting USB cords or any other kinds of wires -- at a wireless range of up to 60 feet. The keyboard features a one-touch synchronization button that lets users synchronize their PC calendar and address book with a mobile phone or PDA.

With three times higher data rates, Bluetooth 2.0 EDR enables a faster exchange of information between two devices; for example, people can more quickly transmit a picture from a mobile phone or camera with Bluetooth 2.0 EDR to the PC; or they can experience higher quality VoIP phone calls on their PC by using a headset with Bluetooth 2.0 EDR. The Logitech Cordless Desktop MX 5000 Laser is also backward compatible with other devices that use older implementations of Bluetooth.

MX Laser Tracking for Premium Performance

The Logitech Cordless Desktop MX 5000 Laser features the award-winning Logitech® MX Cordless Laser Mouse, which delivers precision navigation with its laser illumination and tracking technology. Logitech was the first company to introdu mouse with laser tracking. The precise nature of laser light allows a laser mouse to see much greater surface detail than optical mouse with a red light-emitting diode (LED). This means that a laser mouse tracks more accurately and will work wider variety of surfaces. The MX laser engine's sensor has the ability to capture 5.8 megapixels of detail each second. A with all Logitech laser products, the laser light of the mouse is nearly invisible and meets the Class 1 safety standard.

Smart Power Management

Logitech's smart power-management solution approaches power conservation from many directions. The Cordless Desktop MX 5000 Laser features a rechargeable mouse with a Lithium-ion battery, and a charging station. Both the mouse and the keyboard have an on/off switch to help preserve battery life. And the mouse and keyboard each have an integrated battery indicator light to prevent any potential surprises caused by dead batteries.

Logitech SecureConnect Technology

With Logitech's new SecureConnect™ technology, the cordless keyboard, mouse, and Bluetooth 2.0 EDR micro-receiver are all pre-synchronized and pre-paired during manufacturing. They're ready to go, right out of the box, with a secure link and without the hassle of a manual connection process. With SecureConnect technology, encryption is also completely pre-configured -- it is no longer necessary to enter a passkey to connect the components of the Bluetooth desktop. People simply plug in the Bluetooth micro-receiver and begin working.

Two-Handed Navigation and Touch-Sensitive Media Controls

The Logitech Cordless Desktop MX 5000 Laser mouse and keyboard are designed for two-handed navigation, with useful controls on the keyboard and mouse to make using a computer more convenient, more efficient, and more comfortable. The keyboard's left-hand side includes backlit, touch-sensitive media controls such as Play/Pause, Stop, Forward, Back, and Mute. In addition, people can launch a media application, such as the Logitech® MediaLife™ software, by pressing the Media button. Sliding a finger up and down on two side-by-side vertical panels controls volume and zoom. Both the mouse and keyboard include controls to zoom in and out of documents, so people can easily move in to touch up a digital photo or perfect a presentation slide, or back out to view an entire document.

Stylish, Comfortable Design

The stylish keyboard has a low profile -- only 22.3 mm in height when placed on a flat surface. It also incorporates the Logitech® Zero Degree Tilt™ keyboard design, which means the rows of keys are all the same height. According to independent studies, the ergonomic benefit of a low-profile keyboard without any slope is that it may help minimize wrist extension. Repetitive wrist extension can be a cause of hand and forearm discomfort. The keyboard, mouse and receiver are a mixture of deep blue with silver accents.

Like most of Logitech's keyboards, the Logitech Cordless Desktop MX 5000 Laser keyboard also features a detachable palm rest -- giving people the choice of adding extra wrist support.

Availability

The Logitech Cordless Desktop MX 5000 Laser will be available in October in the U.S. and Europe. The desktop has a suggested retail price of $149.99 in the U.S.

About Logitech

Founded in 1981, Logitech designs, manufactures and markets personal peripherals that enable people to effectively work, play, and communicate in the digital world. Logitech International is a Swiss public company traded on the SWX Swiss Exchange (LOGN) and in the U.S. on the Nasdaq National Market System (LOGI). The company has manufacturing facilities in Asia and offices in major cities in North America, Europe and Asia Pacific.

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