



Say Hello to Vid: Logitech Introduces Simpler, Streamlined Video Calling

Logitech Vid Software Designed Exclusively for Video Calls, Sets Up With Webcam Installation

FREMONT, Calif., Jun 17, 2009 (BUSINESS WIRE) -- Video calls have always offered the promise of strengthening the connection between you and your distant friends and family. But for many, getting the software and hardware to work has been a challenge. If you've been waiting for a simpler way to make a video call, [Logitech\(R\) Vid\(TM\)](#) is the answer - the free, fast and easy way to make true-to-life video calls with your Logitech webcam on a PC or Mac(R) computer.

A pioneer in the development of webcams and video calling, [Logitech](#) (SIX:LOGN) (NASDAQ:LOGI) dramatically simplifies video calling with Vid by offering a streamlined setup and a simple, intuitive interface dedicated to video calling. In fact, you can set up Vid in fewer than half the steps required by the major instant-messaging programs. Vid is available for download now at www.logitech.com/Vid.

Vid can also make it easy to see your loved ones in lifelike colors. From the sparkle in your daughter's engagement ring to the smile on your grandson's face, Vid optimizes the speed and resolution of your video call, so you're always getting the best-possible frame rate and resolution for your webcam.

"Video calling has been around for more than a decade, but Vid truly has the potential to make video calling one of the primary ways that people stay in touch with their loved ones," said [Gina Clark](#), general manager and vice president of Logitech's Internet Communications business unit. "Vid gives you the best of both worlds - eliminating the biggest obstacles to making video calls, while still providing the exceptional-quality audio and video that you expect from Logitech. Above all, you don't need to be tech-savvy to use Vid."

Logitech research revealed that the overwhelming reason why many people do not make video calls is that they are frustrated by complex software. Unlike video calling through IM or VoIP programs, Vid was designed exclusively for video calling. Powered by the Logitech(R) [SightSpeed\(R\) Network](#), Vid is a reliable source for high-quality video calling.

Sets Up With Webcam

Vid is set up automatically when you plug in your Logitech webcam. A few clicks and you're ready to go. There are no screen names. And there's no third-party software to download. When you're ready to make a video call, Vid uses your friend or family member's e-mail address to connect. Your friend simply accepts your e-mail invitation to participate in a video call on Vid, and you're both connected and ready to chat.

Simple, Intuitive Interface

Unlike other free software that offers video calling as another hard-to-find feature in a long list of features, Vid presents a simple, intuitive interface in which every element is designed to help you make a video call. You can make a call in just a few simple steps. Each one of your contacts is represented by a thumbnail picture. You simply click the picture of the person you want to contact, and Vid starts your video call.

Vid is free with your Logitech webcam - and for anyone you're calling. There are no added charges. If you don't have a Logitech webcam, you can still use Vid if a friend or family member invites you. (If you're invited by a friend or family member that has installed Vid, but doesn't have a Logitech webcam, you'll get Vid free for 30 days. At the end of the 30-day period, you can use Vid with the purchase of a Logitech webcam.)

Vid is compatible with PC and Mac(R) computers, as well as stand-alone and embedded webcams.

Pricing and Availability

Logitech Vid is available for download at www.logitech.com/Vid and is free for anyone with a Logitech webcam or anyone who is

invited by a Logitech webcam owner.

About Logitech

Logitech is a world leader in personal peripherals, driving innovation in PC navigation, Internet communications, digital music, home-entertainment control, gaming and wireless devices. 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).

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