

Survey Says...Live Video Makes Blind Dating Less of a Guessing Game

Video Communication Lets Potential Dates See the "Real You"

FREMONT, Calif. - Jan. 29, 2004 - Logitech, (NASDAQ:LOGI) (Switzerland: LOGN) the world leader in Web cameras, today revealed the results of a national survey, which underscores the power of video communication as a blind dating tool. The survey, conducted by Directive Analytics, questioned 400 respondents who had recently been on a blind date. The results indicated the following:

- 70% of people surveyed received a visual description of their blind date before the first meeting;
- More than half of the respondents said the description they received was not an accurate representation of what the person actually looked like;
- 84% of people surveyed said seeing a current video clip or picture of a potential blind date would make a difference in their decision to meet in person;
- and, 76% of people surveyed who used instant messaging to communicate with potential blind dates, said adding live video via a webcam to an IM session would help in their decision to meet in person.

"As these survey results demonstrate, people want to take advantage of online video communication," said Spencer Johnson, director of product marketing for Logitech's Video Business Unit. "Now that next-generation technologies, such as video instant messaging, are readily available and easy to use, blind dates don't have to be 'blind' anymore. In truth, we're entering a whole new era of social interaction. Although many people still receive an old photograph - digital or otherwise -- or a verbal description of their potential date, video instant messaging makes it easy to 'test the water,' before agreeing to meet in person."



The [QuickCam Orbit](#), Logitech's latest web camera

Video instant messaging is a powerful way to interact, live and in real-time without leaving home. It lets people see detailed facial expressions and other personality indicators such as laughing at a joke, acting silly or seeming shy. What's more, if people realize through a video IM session that they are not interested in meeting again, it is very easy to sign off, without wasting the time, money and energy it takes to meet in person. To learn more about video instant messaging, please log onto: www.logitech.com/videoim.

All major instant messaging applications now offer a live video feature. Once an instant messaging account is established, people only need a webcam in order to

meet face-to-face online during an IM session. Logitech offers several webcams, which range in price from \$39.95 to \$129.95. The new Logitech QuickCam® Orbit webcam includes a top-of-the-line CCD sensor, and premium features, such as mechanical pan and tilt, and face-tracking software - so people will not only see a clear image of their potential date, but the camera will automatically keep their face centered, as they move around in front of the camera. For more information on Logitech Web cameras, please visit: www.logitech.com.

About Logitech

Founded in 1981, Logitech designs, manufactures and markets personal interface products that enable people to effectively work, play, and communicate in the digital world. With corporate headquarters through its U.S. subsidiary in Fremont, California, and regional headquarters through local subsidiaries in Switzerland, Taiwan and Hong Kong, Logitech International is a Swiss public company traded in Switzerland on the Swiss Stock 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.