



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

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

SYDNEY, Australia.

June 18th 2009 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 Vid 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 computer.

A

pioneer in the development of webcams and video calling, Logitech 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 at www.logitech.com/Vid.

Vid can

also make it easy to see your loved ones in lifelike colours. From the sparkle in your daughters engagement ring to the smile on your grandsons face, Vid optimises 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 SightSpeed Network, Vid is a reliable source for high-quality video calling.

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 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 SWX Swiss Exchange (LOGN) and on the Nasdaq Global Select Market (LOGI).

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