



Logitech MX 518

Gaming-Grade Optical Mouse

200 Million PC Gamers



- **200 Million PC Gamers Worldwide** (Source: Nokia)
 - ◆ 57 Million “Intense PC Gamers” PC Gamers WW
 - ◆ 20 Million “Intense PC Gamers” in US (Source: Forrester Research)
 - ◆ 27 Million “Intense PC Gamers” in Europe (Source: Logitech)
 - ◆ 5.5 Million “Intense PC Gamers” in China (Source: Morgan Stanly, Logitech)

- **\$5.8 Billion PC Gaming Market by 2005** (Source: IDC)
 - ◆ A best selling game will sell 1 million copies worldwide.
 - ◆ Four million copies is considered a top hit.
 - ◆ A best selling franchise can reach over 20 million copies sold worldwide.
 - ◆ **Expected 5-10% CAGR** (Source: PUSH Marketing)

- **\$2 Billion PC gaming hardware sales** (Source: VoodooPC)

Logitech's Current Position



■ MX510

- ◆ Used by thousands of “Hard Core” Gamers
- ◆ Sales breaking records...and still accelerating
- ◆ Regularly described in chat rooms as the “Best Gaming Mouse.”
- ◆ Preferred mouse of Fatal1ty (3x world Champion)

■ Time for something new...



Introducing the MX518 (931352-0914)



1600 DPI Gaming Mouse

AVAILABILITY:

April 2005

Key Features:

Gaming-Grade Optical Sensor

1600 dpi, 5.8Megapixel / Sec.

Data format: 16bit / axis

DPI Control w/o drivers

Advanced Gaming Software

Ultra-Low Friction Feet



MX518 Target Customer



Key Benefit:

Respond instantly to evolving game play situations.

Differentiation:

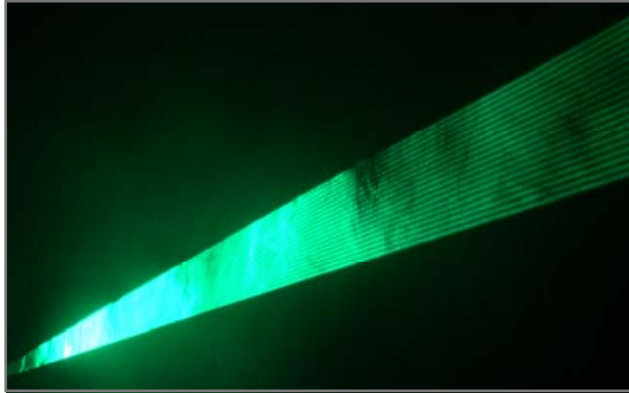
1600dpi Extreme performance

Peter

- Demographic
 - 18-24 Year Old Male
 - Limited disposable \$\$
 - Buys 10 games/year
- Psychographic
 - Seeks “game domination”
 - Not necessarily technical
 - Experimenting with range of game types
- Influenced by
 - “Expert” friend
 - “Trash talk” chat rooms
 - Top gamers
- Shop for mice
 - Retail
 - Some on-line



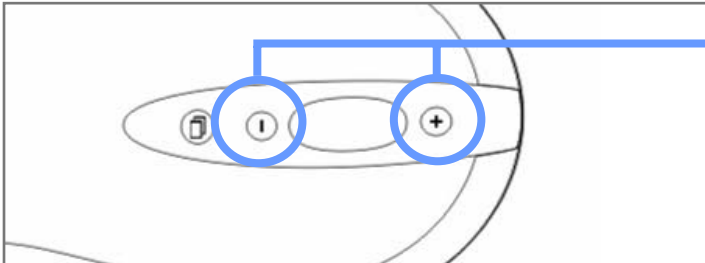
MX518 Key Features



Gaming-Grade Optical

1600-dpi MX™ Optical Engine

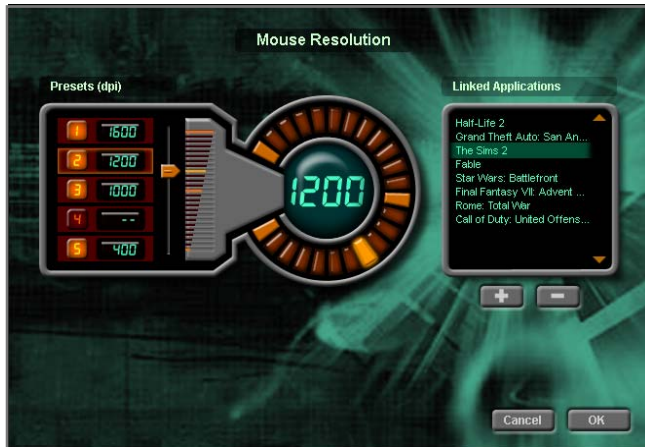
captures 5.8 Megapixels per second, providing mirror-smooth tracking at up to 15 Gs of acceleration and instant response, without lag or skips. 16 bit/axis data format for mirror-smooth tracking.



Dedicated Sensitivity Controls

Dedicated buttons to shift from 1600dpi, 800dpi, 400dpi for pixel perfect targeting or lightening fast maneuvers, without any drivers installed.

MX518 Key Features



Advanced Gaming Software

For players wanting the ultimate in personalization, get five programmable levels of sensitivity with Logitech's advanced gaming software - provided only with Logitech's Gaming-Grade mice.



Zero Inertia Coded Design

Ultra-light design resting on our new low friction feet - perfect for precision control during long, high-intensity gaming sessions.