

Project n°12: Better together - “ecosystem for you”

Proposed by: Logitech

Company description:

Logitech designs products that have an everyday place in people's lives, connecting them to the digital experiences they care about. With our employees we foster an inclusive culture where they can bring their whole selves to work, fully contribute their skills and talents and be valued and supported. More than 35 years ago, Logitech started connecting people through computers, and now it's a multi-brand company designing products that bring people together through music, gaming, video and computing. Brands of Logitech include [Logitech](#), [Ultimate Ears](#), [Jaybird](#), [Blue Microphones](#), [ASTRO Gaming](#) and [Logitech G](#).

Project description:

Logitech offers many different digital peripherals to help consumers be more creative, produce more effectively and play with better immersion. By linking together our different products (hardware, software and data) in an integrated user ecosystem, how can we be “better together”?

With our webcams, microphones, keyboards, mice and speakers we have the ability to listen, watch and feel what our consumers are doing and intend to do. **How might we develop new experiences using such a product ecosystem to disrupt people’s creative, productive and learning passions.** Please consider new products, services and business models.