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An example of gaming-focused PR distribution.

Client:



PR Title:

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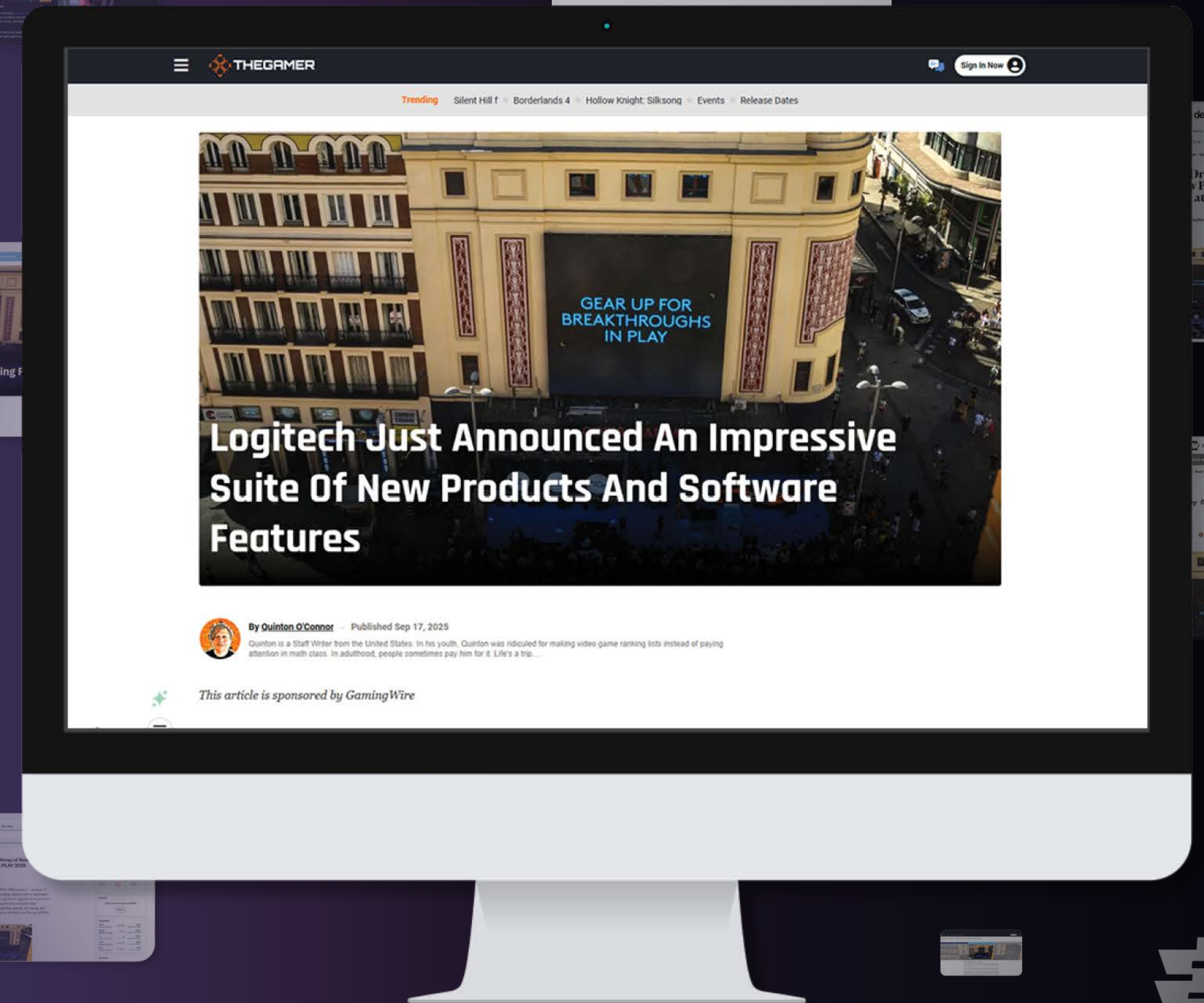
280M
audience



































1.9M
estimated views



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media placements



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By Paul Woodward

Published Sep 17, 2025

Paul has a degree in Digital Media and Communications. He has years of experience writing about video games and is always eager to discuss games both new and old. Paul has strong attention to detail and is able to write informative and insightful guides that will help...

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Summary

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For many years, Logitech has been a pioneer in innovation and creating peripheral accessories that enhance gaming on both PC and console. As technology advances, Logitech has been at the forefront of accessories that benefit all players, regardless of whether they play professionally or just for fun. Every year, Logitech pushes the envelope further with more powerful and exciting technology.

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Logitech Just Announced An Impressive Suite Of New Products And Software Features

By Quinton O'Connor

Published Sep 17, 2025

Quinton is a Staff Writer from the United States. In his youth, Quinton was ridiculed for making video game ranking lists instead of paying attention to math class. In adulthood, people sometimes pay him for a LARPs a trip...

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Summary

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Logitech, a world-renowned manufacturer of computer peripherals and sundry software, has been around for over four decades. If today's bev of new product announcements is anything to go by, the Swiss-based group has no plans of leaving the scene any time soon.

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By Pocket Gamer staff

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By gamingwire on September 17, 2025 at 2:55 PM EDT

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Lausanne, Switzerland, September 17th, 2025, GamingWire

Today at Logitech G PLAY 2025 in Shanghai, Madrid, and on livestream, Logitech G unveiled one of the most significant upgrades to its portfolio to date. The array of products and experiences included major innovations across PC and console gaming, esports, sim racing, and streaming tools, along with partnerships with McLaren Racing, NVIDIA, and more.

Logitech G PLAY 2025 is a live-streamed global gaming event that brings together press, partners, creators, and fans to explore the future of gaming, fueled by breakthrough technology, inclusive design, and the power of community.

"Gaming is a passion shared by more than three billion people worldwide," said Uresh Desai, vice president and general manager of Logitech G. "It's the unique level of craftsmanship and precision of the impactful innovations that make gaming more fun, competitive, and deeply personal." Desai continued "which is what drives us to keep improving and make better products. Whether you're competing, streaming, racing, quizzing, or just hanging with friends, our goal is to make every moment better and help you play your best."

Today, the company introduced its most advanced lineup yet, designed for all players, from hardcore competitors to social streamers. These new products elevate the gaming experience, powered by innovation, collaboration, and enabling the future of play. Those products include:

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Esports.gg Editorial Team

Sep. 18, 2025 · 6 min read

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Logitech G Drops a Wide Array of New Products and Innovations at Logitech G PLAY 2025

Logitech Just Announced An Impressive Suite Of New Products And Software Features

This article is sponsoredby GamingWire

Logitech, a world-renowned manufacturer of computer peripherals and sundry software, has been around for over four decades. If today's bevy of new product announcements is anything to go by, the Swiss-based group has no plans of leaving the scene any time soon.

The company revealed a rather exciting lineup at Logitech G Play 2025, and it's safe to say this is one of their biggest ever unveillings. From pedals and headsets to a brand-new G HUB update and what the team is touting as the "industry's first AI Streaming Agent" - not to mention more of the great mice and keyboards that so many of us have wielded for so many years - G Play 2025 was a bit of a banger.

Streamlabs and SUPERSTREET RACING, Oh My

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Lausanne, Switzerland, September 17th, 2025, FinanceWire

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Published: Sept. 18, 2025 at 3:41a.m. ET

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Logitech G Drops a Wide Array of New Products and Innovations at Logitech G PLAY 2025

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Lausanne, Switzerland, September 17th, 2025, FinanceWire

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