



<Dev/Studio>
by logitech



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Goal:

Make the World More Tangible:
Build Links Between Devices and the Power of
Web, AI and Services.

How:

Open our ecosystem of devices to the world of
developers.

Why: we want to **Alleviate** Cognitive Overload

This **challenge** focuses on creating seamless integration between the physical world and the rapidly evolving digital world of web services and AI assistants.



Why: Challenges we see

Insights show that users frequently use AI but struggle to make it a habit, and they desire to automate tedious tasks due to having more work to do in less time

CONTROL

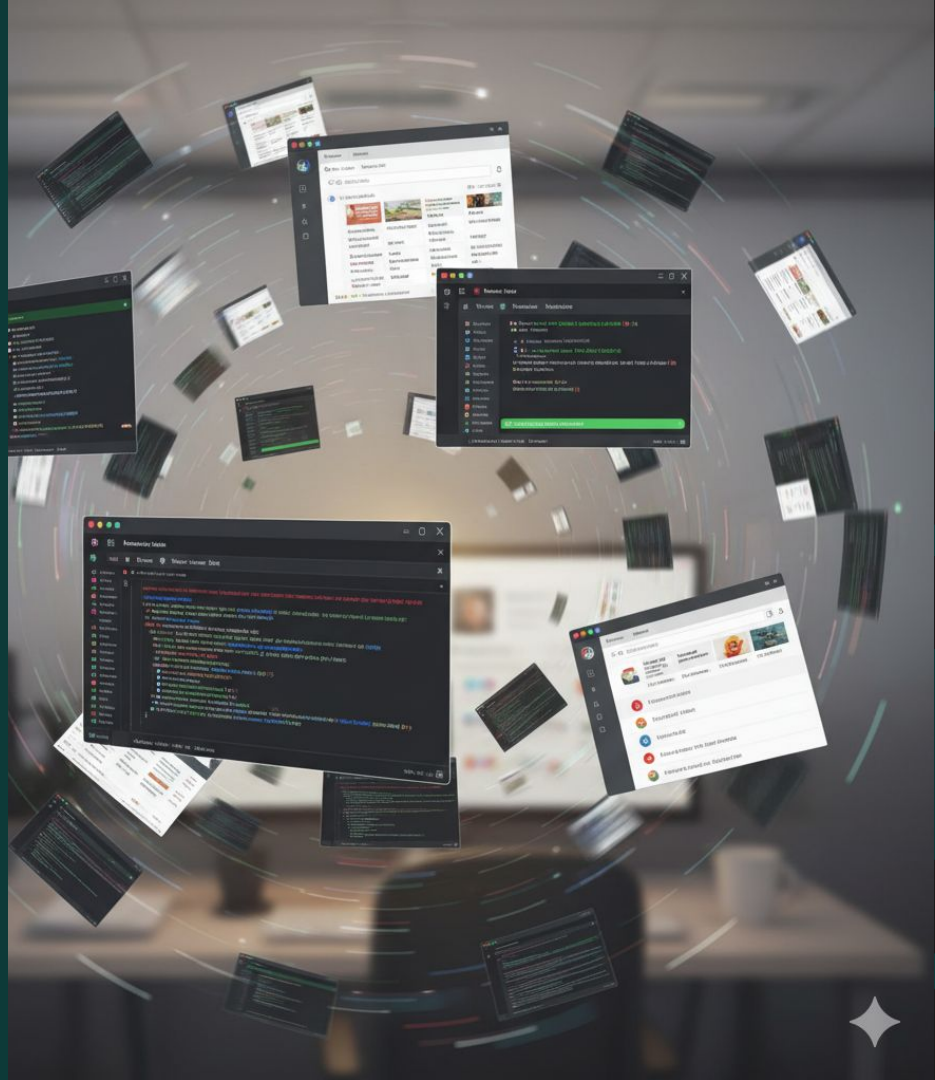
Too many tools, apps, AI - "Tab overload"

SPEED

typing, copying, and pasting, which feels like the "90s".

FOCUS

Endless context switching generates loss of focus and flow



How: Make the link between Devices and Web **more tangible**

What if it could be as simple as
pressing a button ?



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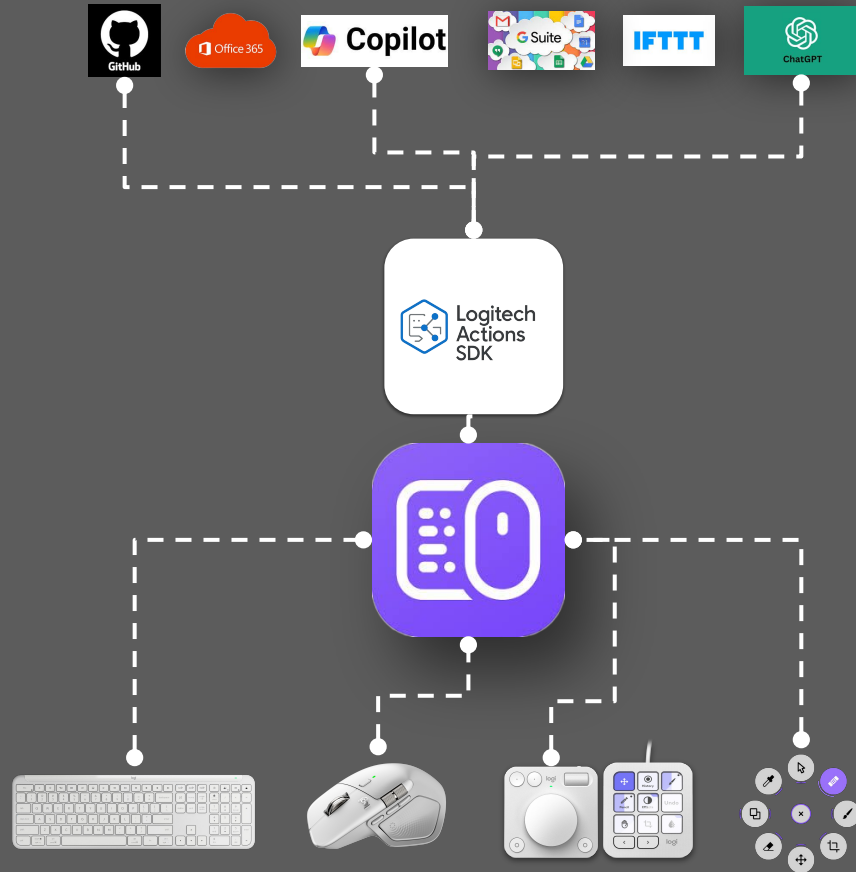


What: use our **Actions SDK** to build a Plugin

Develop a plugin that trigger intelligent actions or streamline complex workflows using AI or web services, resulting in heightened awareness, improved security, or an effortless workflows.



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Supported **Devices**

You will be able to play with these devices (and more). Come and Talk to us and also use your imagination.

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MX Master 4



Actions Ring



MX creative console



MX Keys



MX Brio

Areas of interest: **General User Experience and Multimodal Interaction**

Leverage Logitech devices and embedded sensors (like webcams) to create seamless, multimodal interactions

Idea Example	Core Concept	Logitech Devices Involved
Contextual AI Interaction	Design a plugin that intelligently switches input modes (physical action, gesture detection via webcam, or text command) based on the user's current environment or state, enhancing the overall user experience	Webcam (Streamcam, MX Brio), Mouse, Keyboard
Webservice Integration	Harness the power of a specific web service (like Zapier, IFTTT, Office 365, or Google Suite) and tie its function to a simple, tangible interaction on a peripheral	Any MX device
Security and Flow Plugins	Develop new plugins that bring more security or focus into the daily usage of the computer, such as plugins that track activity or report time for freelancers	Any connected device

Areas of interest: **Creativity and Productivity Enhancement (automation)**

Streamline workflows and enhance creativity by connecting physical controls to generative or analytical AI.

Idea Example	Core Concept	Logitech Devices Involved
"Make ChatGPT My Best Friend"	Use a single physical button/action to instantly launch a specific AI prompt or service (like ChatGPT or GitHub Copilot) based on the user's current application context, keeping them in the flow.	MX Keys, MX Master 3S, MX Creative Console
Streamline Workflow Automation	Detect and automate repetitive tasks a user is doing across different applications (e.g., repeatedly exporting, renaming, or applying formatting). Use the device to trigger a multi-step macro.	MX Creative Console, MX Master 3S, MX Keys
Instant 3D Object Manipulation	Develop a plugin that integrates AI tools for manipulating or inserting 3D objects into AI creations, triggered by console input.	MX Creative Console

Resources

**1****Devices****2****SDK****C# SDK**
Released by ago**Node.js SDK**
announced today**3****Dev Community**

Join our Discord Dev channel



... and It's for the whole Ecosystem

