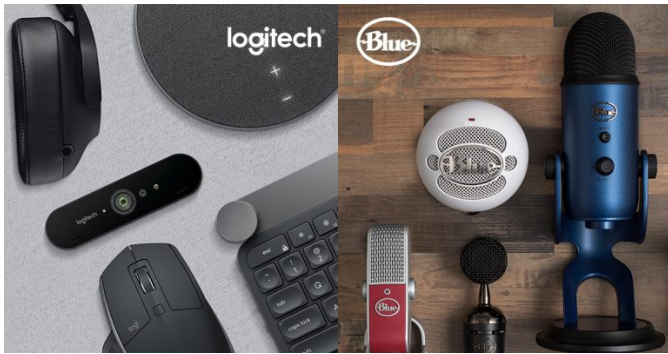


Logitech Buys Microphones With Blue

Written by Alice Marshall
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Logitech steps into something different with the acquisition of Blue Microphones, maker of well known USB condenser microphones such as the Snowball and Yeti. The asking price? A cool \$117 million.



"Logitech's acquisition of Blue Microphones will accelerate our entry into a growing market, and offers another way for us to help bring people's passions (from music to blogging) to life," the company says. "Joining with Blue is an adjacent opportunity for us – a new way to grow – with additional synergies related to our existing gaming, PC webcam and audio categories."

Founded in 1995, Blue makes microphones ranging from consumer USB numbers to studio-grade microphones used by the likes of Bob Dylan and Imagine Dragons. The most popular Blue microphones are used by podcasters and streamers, making them something of a natural fit with other Logitech products such as the G webcam line.

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