

Logitech CEO: Revue "A Mistake"

Written by Marco Attard
15. 11. 2011

Logitech CEO Guerrino De Luca doesn't hold his tongue-- describing the Logitech Revue as "...not a mistake of strategy, it's a mistake of implementation of a gigantic nature."



De Luca continues by saying the Google TV software was "not complete and not tuned" to what costumers want-- resulting in a product costing the company over \$100M in operational profit (in combination with EMEA-related operational pains).

Can we assume there won't be a Revue 2? Probably. Logitech will bring "closure to the Logitech Revue saga" by simply letting inventory run out, with no plans to either make new units or "introduce another box to replace Revue."

However De Luca says the Google TV platform has potential-- but Logitech prefers to "sit on the bench." With Sony working on its "four screen strategy" uniting TV with PCs, consoles and mobile devices, Google appears to be out of TV partners unless it creates an attractive enough bait.

As for the Revue, it will still receive a Honeycomb-flavoured update later this year.

Go [Logitech CEO Conference Call Transcript \(Seeking Alpha\)](#)

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