# Article information:

Received Review copy of MX Keys S, AMA : logitech  
<https://www.reddit.com/r/logitech/comments/13wkaeg/received_review_copy_of_mx_keys_s_ama/>

# Article summary:

1. The author criticizes Logitech for promoting the eco-friendliness of the MX Keys S as a selling point, arguing that it is not a compelling reason for people to buy a $100+ keyboard.

2. The MX Keys S addresses some issues with the original MX Keys, such as allowing users to customize the backlighting duration. However, the proximity sensor and smart illumination features have limitations that may be problematic in certain situations.

3. The author suggests that Logitech should have focused on explaining the functionality of the three new keys on the MX Keys S instead of dedicating a paragraph to its eco-friendliness, which they believe is irrelevant to consumers' use of the keyboard.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The above article is a critical analysis of Logitech's MX Keys S keyboard, written by an individual who claims to have received a review copy of the product. The author begins by expressing their dissatisfaction with Logitech's promotion of the eco-friendly aspect of the keyboard, suggesting that it is not a compelling reason for consumers to purchase a $100+ keyboard. They accuse Logitech of being tone-deaf in responding to complaints about the original MX Keys' backlight issues and proximity sensor.

One potential bias in this article is the author's strong negative opinion towards Logitech and their marketing strategy. They dismiss the eco-friendly aspect as unimportant and criticize Logitech for not addressing previous issues adequately. However, it is important to note that this bias may stem from the author's personal experience or preferences rather than objective analysis.

The author also criticizes Logitech for promoting Smart Actions as an exclusive feature of the MX Keys S when it is actually available on other Logitech products. While this may be seen as misleading advertising, it does not necessarily invalidate the value of Smart Actions on the MX Keys S itself.

Furthermore, the author raises concerns about Smart Illumination, claiming that it is not effective in certain scenarios such as using the keyboard in a dark room or at a distance from the display. However, they do not provide evidence or examples to support these claims, leaving them unsupported and open to interpretation.

Additionally, there are some missing points of consideration in this article. The author focuses primarily on backlighting issues and proximity sensors without discussing other features or improvements of the MX Keys S. This narrow focus limits the overall analysis and fails to provide a comprehensive evaluation of the product.

It is worth noting that while this article presents a critical perspective on Logitech and their product, it does not explore counterarguments or alternative viewpoints. This one-sided reporting may lead readers to form biased opinions based solely on the author's criticisms.

In terms of promotional content, the author suggests that Logitech's emphasis on eco-friendliness is a marketing ploy rather than a genuine benefit. However, this claim is subjective and lacks evidence to support it.

Overall, this article provides a critical analysis of Logitech's MX Keys S keyboard but may be influenced by the author's personal biases and limited focus on certain aspects of the product. It would benefit from a more balanced examination of both positive and negative features, as well as supporting evidence for the claims made.

# Topics for further research:

* Logitech MX Keys S keyboard features and improvements
* Smart Actions functionality on Logitech keyboards
* Effectiveness of Smart Illumination in different lighting conditions
* Other reviews or opinions on Logitech MX Keys S keyboard
* Logitech's approach to addressing customer complaints and feedback
* Comparison of Logitech MX Keys S with other keyboards in a similar price range

# Report location:

<https://www.fullpicture.app/item/2399aa7aa5bf2f2683229758d2cc5fb2>