

Apple's prices are questionable

Written by Philip Roy

Wednesday, 07 January 2009 00:00 - Last Updated Thursday, 08 January 2009 11:50

Someone's not doing their maths right!! Or if it was someone in the States that did this...they're not doing their 'math' right!

In this news item.... <http://www.nzmac.com/news/apple/apple-introduces-ilife-09.html> , site user Whitty and I have been having a chat. I confess I didn't really think much of the issue of price until I went and did some hunting around about previous versions of iLife and iWork and the exchange rate at the time....so well done Whitty. I knew that times are tough, but Apple's not playing fair.

August 07

=====

US Price for iLife '08 and iWork'08 is \$79 each

<http://www.apple.com/pr/library/2007/08/07ilife08.html>

<http://www.apple.com/pr/library/2007/08/07iwork08.html>

At the time, \$1 NZD = \$0.7608157438 USD (thanks to <http://www.xe.com>). **That works out at \$103.84 NZD based on the exchange rate at the time.**

The items go on sale at the time for \$109 NZ...so a reasonable conversion

<http://www.apple.com/nz/pr/library/2007/08/07ilife08.html>

<http://www.apple.com/nz/pr/library/2007/08/07iwork08.html>

January 09

=====

US once again get either bundle of apps for \$79 USD....

<http://www.apple.com/pr/library/2009/01/06ilife.html>

<http://www.apple.com/pr/library/2009/01/06iwork.html>

Today, \$1 NZD = \$0.595880 USD.

That works out at \$132.58 NZD for the product at today's exchange rate.

It went on sale today at \$179 NZD !!!!

<http://www.apple.com/nz/pr/library/2009/01/06ilife.html>

Apple's prices are questionable

Written by Philip Roy

Wednesday, 07 January 2009 00:00 - Last Updated Thursday, 08 January 2009 11:50

<http://www.apple.com/nz/pr/library/2009/01/06iwork.html>

That's the equivalent of it costing \$106.83 USD for one of those packages!!

Someone must have done their math wrong??

Phil

PS...the ironic thing is that I got my order changed to an education price (which I forgot to do when ordering). Even so, that \$159 NZD education price is still far more than the software should be!