



Subject: Late submission for IT Pricing
Date: Thursday, 30 August 2012 10:03:05 PM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)

My name is Trevor Greenfield.
I can be contacted for any further discussion on this submission as noted:

Apologies for this late submission.
I have working in various roles with the IT industry for over 20 years and can cite examples of overpricing for Australia from the following companies:
Microsoft
Adobe
VMware
Nero
And today Logitech
Some of these I have documentation of the correspondence I have had with them.

However today from one of my newsfeeds I was notified of new products announced by Logitech.
Principally they deal with sound devices – earphones and such.
The pricing differences between their various sites across the world supports the contention that we pay too much in Australia, and in my view is price gouging.

The product I will use as an example is the Logitech Ultimate Ears 900 (Logitech UE 900).
[I have been following pricing on these as I have had difficulty sourcing replacement parts in Australia from them.]

In the UK the price is 329.00 pounds

Screen grab from <http://ue.logitech.com/en-gb/earphones>

MULTIPLE-ARMATURE EARPHONES

Because of their compact size, more than one armature speaker can be fit into each earpiece. Then, each one can be tuned and dedicated to a specific part of the sound spectrum. When each driver has less to do, they work more efficiently. The result is exceptional sound across the frequency range—with lots of headroom and no perceived distortion.

LOGITECH UE 900

GBP 329.00 [LEARN MORE](#)

In Europe the price is 399.00 Euro

Screen grab from <http://ue.logitech.com/en-roeu/earphones>

MULTIPLE-ARMATURE EARPHONES

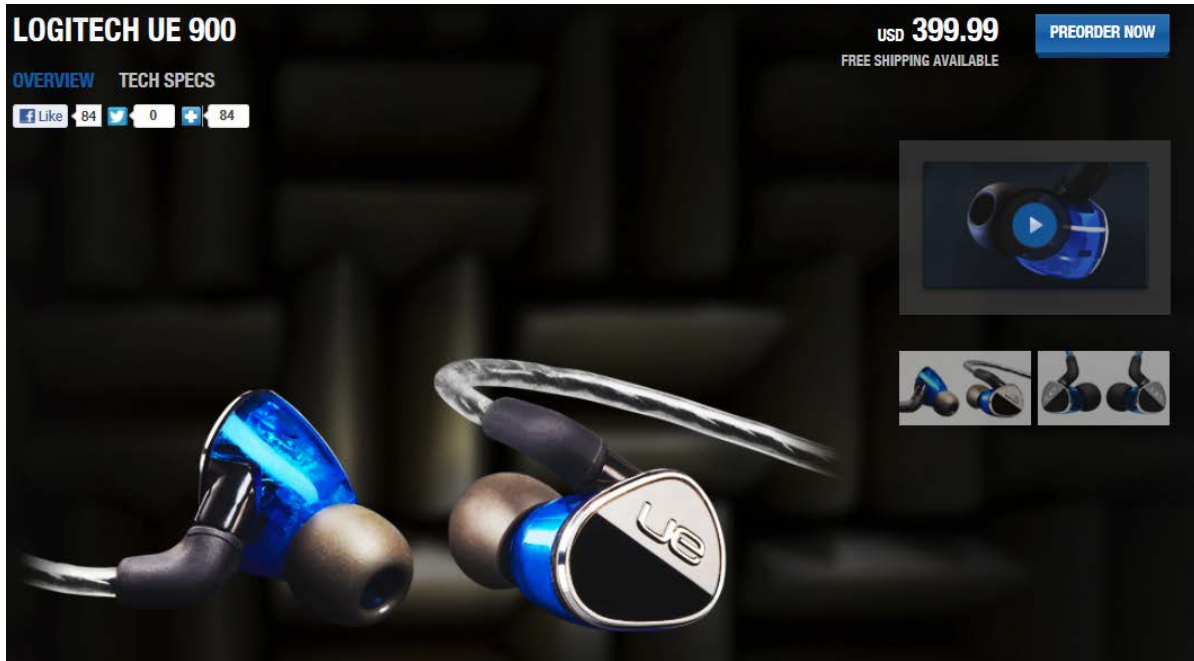
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LOGITECH UE 900

EUR 399.00 [LEARN MORE](#)

In the USA the price is 399.99 US dollars

Screen grab from <http://ue.logitech.com/en-us/earphones/ue900>



And lastly from Australia, the pricing is 599.95 Australian dollars

Screen grab from <http://ue.logitech.com/en-au/earphones>

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LOGITECH UE 900

AUD 599.95 [LEARN MORE](#)

Submission:

The approximate exchange rates today (30 August 2012 at 9:41 AEST) are:

AUD/USD	1.0332
AUD/GBP	0.6519
AUD/EUR	0.8235

These figures taken from finance section of The Australian's website www.theaustralian.com.au at the time and date noted.

The same item (Logitech UE 900) from various locations and their equivalent in AU dollars is:

Great Britain	329.00 pounds	[AUD = 504.68]
Europe	399.00 Euro	[AUD = 484.52]
USA	399.95 US dollars	[AUD = 387.10]
Australia	599.95 AU dollars	

Based on these figures I should purchase the item in the USA and cover any currency/exchange rate dealings within my credit card. However, on previous investigations this company uses geo-location within their website to bar transactions out of the nominated locations.

I feel that Australians are being extremely disadvantaged by this market manipulation. Despite our small market our proximity to the manufacturers presumably in Asia we are paying the highest price of any location. I can't see them being manufactured anywhere else, despite the company appearing to be headquartered in Switzerland.

Yours Faithfully
Trevor Greenfield