



From:
To:
Subject: Tech price inquiry.
Date: Thursday, 24 May 2012 2:34:59 PM

To whom it may concern,

I would like to bring to the attention of the committee a glaring example of consumer "rip off" in Australia. I am specifically referring to the price being charged for the new Nvidia GTX-690 graphics cards. These are add in cards used by PC gamers to improve the performance of their computers in displaying the latest games in high resolution.

The product in question has a retail price in most other places around the world of \$999. This is set by the manufacturer and is usually pretty close to what we pay for these and other similar products namely AMD. In previous generations of products prices have stayed within a few percent of worldwide prices however with this item being so popular and in limited supply the price has hit \$1599 in Australia with the rest of the world still paying only \$999.

In all other instances prices have stayed fairly reasonable even if supply was low, we were simply told to "wait for stock" however, this card has been eagerly anticipated for quite awhile and there was a lot of "buzz" upon release about how good the performance was so I believe wholesalers and or retailers have conspired to hike the price to cash in on demand. In no other instance has manufacturers retail been so grossly ignored or inflated.

Here is a link giving you some idea of the prices being charged in Australia https://www.google.com.au/search?q=gtx-690+rrp&hl=en&rlz=1C1_____enAU480AU480&prmd=imvnsfd&source=univ&tbm=shop&tbo=u&sa=X&ei=Eri9T9rHI8iNiAe_1NXCDw&ved=0CGUQrQQ

Here is the RRP from a leading online US retailer http://www.newegg.com/Product/Product.aspx?Item=N82E16814130781&cm_sp=Cat_videocard_-_YTVideo_-_YT14-130-781

The manufacturer has set the RRP at \$999 and this is what the US is paying. I can cite many many more examples if need be. Even with postage or the use of a postage forwarding service I can save hundreds by buying from the USA. This is NOT an example of Australian tax or import duty inflating the price as we pay RRP or very close to it for other similar products.

Thank you for taking the time to look at my concerns

Regards Jeremy King, Adelaide SA