



Subject: IT Pricing inquiry
Date: Saturday, 23 March 2013 10:31:04 AM

Hi it was only due to media coverage last night I knew this inquiry was occurring.

I am sure you have enough submissions already complaining at the pricing rip-off due to Geo blocking. I have just experienced it with Adobe Photoshop elements and essentials 2011. the price increased dramatically when I selected purchase. I then cancelled the order and sent an email to Abode outlining my displeasure at being ripped off but received no response

Until I selected purchase the price stayed in US dollars. I hate geo blocking but this also borders on misleading.

I need to tell you this practice is not confined to IT, it is also widely practiced by Princess Cruises and Carnival Australia as well as a number of other international companies, who see fit to gouge Australians by Geo blocking and or refusal to post or send to Australia. for example Princess Cruises can charge up to \$100 more for same cabin same ship same cruise when you book on the Australian site. They are also playing a new game where some of the cabins are priced at US prices but the majority are not. So watchout for that one from the IT guru's who developed this practice.

I believe Geo blocking should be outlawed and companied practicing this should be heavily fined and exposed publicly

What a sham the Microsoft approach was saying we could vote with our feet, the problem is they almost control the market. Adobe was worse and this is price gouging in my opinion.

I understand you cannot accept this as a submission but if it can be used as a view from a member of the public then that's good.

Please outlaw this recently introduced practice across the board as it would help Australia's cost of living expenses because IT is now embedded into our daily lives and while cruising is a holiday it still impact on our lives when people that pay Australian prices then have less money to spend on other thing in Australia and so the ripple expands.

Regards

Vic Doe