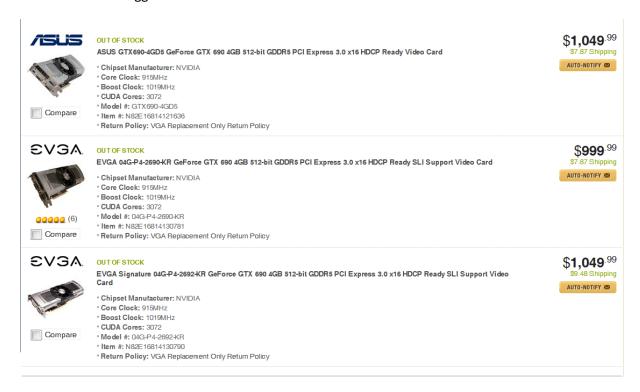
Submission 009 Received 24/05/2012



To whom it may concern,

While there are a swathe of IT products in Australia that are unfairly priced, I would like to pinpoint a very specific example that exemplifies this disparity between Australia and other overseas countries like the United States.

The latest innovation in the GPU (Graphics processing unit) is the GTX 690 by nVidia. Here are the prices of various iterations from various manufacturers in the United States. It should be noted that all iterations are identical besides branding so prices should be similar. This is from a well-known IT hardware and software dealer called Newegg:



Here are some prices of the exact same product from another well-known IT hardware and software dealer:



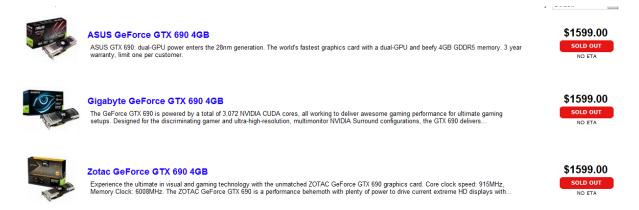
And another set of prices from Tiger Direct just for good measure:





re:

As we can see, it is clear that in the United States the GTX 690 costs roughly \$1000. Now let's look at the Australian pricing for this item. First we will look at the prices from PC Case Gear:



Displaying 1 to 3 (of 3 products)

Already we can see the extreme overpricing that takes place on this product in Australia. Now let's look at another online retailer called Mwave:



And another example from a retailer called Scorpion Technology Computers (Scorptec):



In conclusion, comparing the United States and Australian pricing on the GTX 690, it is ostensible that Australians are paying significantly more for this product.

Written by Michael Zeng