



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:

 ☐ Compare	OUT OF STOCK ASUS GTX690-4GD5 GeForce GTX 690 4GB 512-bit GDDR5 PCI Express 3.0 x16 HDCP Ready Video Card * Chipset Manufacturer: NVIDIA * Core Clock: 915MHz * Boost Clock: 1019MHz * CUDA Cores: 3072 * Model #: GTX690-4GD5 * Item #: N82E16814121636 * Return Policy: VGA Replacement Only Return Policy	\$1,049⁹⁹ \$7.87 Shipping AUTO-NOTIFY
 (6) ☐ Compare	OUT OF STOCK EVGA 04G-P4-2690-KR GeForce GTX 690 4GB 512-bit GDDR5 PCI Express 3.0 x16 HDCP Ready SLI Support Video Card * Chipset Manufacturer: NVIDIA * Core Clock: 915MHz * Boost Clock: 1019MHz * CUDA Cores: 3072 * Model #: 04G-P4-2690-KR * Item #: N82E16814130781 * Return Policy: VGA Replacement Only Return Policy	\$999⁹⁹ \$7.87 Shipping AUTO-NOTIFY
 ☐ Compare	OUT OF STOCK EVGA Signature 04G-P4-2692-KR GeForce GTX 690 4GB 512-bit GDDR5 PCI Express 3.0 x16 HDCP Ready SLI Support Video Card * Chipset Manufacturer: NVIDIA * Core Clock: 915MHz * Boost Clock: 1019MHz * CUDA Cores: 3072 * Model #: 04G-P4-2692-KR * Item #: N82E16814130790 * Return Policy: VGA Replacement Only Return Policy	\$1,049⁹⁹ \$9.48 Shipping AUTO-NOTIFY

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

1		EVGA GeForce GTX 690 915MHZ 4GB GDDR5 3XDPV Mini DP PCI-E Video Card (04G-P4-2690-KR) (71219) ★★★★★ 1 Customer Reviews	***	\$1,049.88
4		ASUS GeForce GTX 690 915MHZ 4GB GDDR5 3XDPV Mini DP PCI-E Video Card (GTX690-4GD5) (71419) ★★★★★ 1 Customer Reviews	***	\$1,099.99

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



☐ Compare

ASUS GTX690-4GD5 GeForce GTX 690 Video Card - 4GB DDR5, PCIe 3.0, NVIDIA GeForce GTX 690, DVI-D, DVI-I, HDMI, Mini Display Port, 512-bit, 6008 MHz
 Item#: A455-0690 | Model#: GTX690-4GD5
 Be the first to write a review
 In Stock (Details)

\$1,199⁹⁹

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:



ASUS GeForce GTX 690 4GB

ASUS GTX 690: dual-GPU power enters the 28nm generation. The world's fastest graphics card with a dual-GPU and beefy 4GB GDDR5 memory. 3 year warranty, limit one per customer.

\$1599.00
SOLD OUT
NO ETA



Gigabyte GeForce GTX 690 4GB

The GeForce GTX 690 is powered by a total of 3,072 NVIDIA CUDA cores, all working to deliver awesome gaming performance for ultimate gaming setups. Designed for the discriminating gamer and ultra-high-resolution, multimonitor NVIDIA Surround configurations, the GTX 690 delivers...

\$1599.00
SOLD OUT
NO ETA



Zotac GeForce GTX 690 4GB

Experience the ultimate in visual and gaming technology with the unmatched ZOTAC GeForce GTX 690 graphics card. Core clock speed: 915MHz. Memory Clock: 6008MHz. The ZOTAC GeForce GTX 690 is a performance behemoth with plenty of power to drive current extreme HD displays with...

\$1599.00
SOLD OUT
NO ETA

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:



Gigabyte GeForce GTX 690 Dual GPU Video Card - 4096MB 512-Bit - GPU Clocks: 915MHz (Boost Up to 1019MHz) Memory Clocks: 6008MHz (Eff. 1502MHz) - PCIe 3.0 - 3x DVI, 1x Mini-DisplayPort - NVIDIA 3D Vision - NVIDIA PhysX - NVIDIA SLI - NVIDIA Surround (GV-N690D5-4GD-B)

SKU: 42051159 Mfg. Part Number: GV-N690D5-4GD-B [More Info](#)

SPECIAL \$1,599.00
In Stock with Suppliers: **Preorder**
In Stock at Mwave: **No**
ETA to dispatch: **Enquire**

Add Qty: [Add to Cart](#)



ASUS GeForce GTX 690 Dual-GPU Video Card - 4096MB 512-Bit - GPU Clocks: 915MHz (Boost Up to 1019MHz) Memory Clocks: 6008MHz (Eff. 1502MHz) - PCIe 3.0 - 3x DVI, 1x Mini-DisplayPort - NVIDIA 3D Vision - NVIDIA PhysX - NVIDIA SLI - NVIDIA Surround (GTX690-4GBD5)

SKU: 42051158 Mfg. Part Number: ENGTX690-4GD5 [More Info](#)

SPECIAL \$1,599.00
In Stock with Suppliers: **No**
In Stock at Mwave: **No**
ETA to dispatch: **Enquire**

[Notify Me](#)

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

ASUS	PCI Express	ENGTX690-4GD5	NEW	Asus Geforce GTX690 (915Mhz), 4096MB (6008Mhz) GDDR5, Powered by Dual Geforce GTX680, PCIe 3.0, Triple DVI, Displayport	3yr	✓	✓	✓	✓	✓	✓	\$1,699.00	+
EVGA	PCI Express	04G-P4-2690-KR	NEW	Evga Geforce GTX690 (915Mhz), 4096MB (6008Mhz) GDDR5, Powered by Dual Geforce GTX680, PCIe 3.0, Triple DVI, Displayport	3yr	✓	✓	✓	✓	✓	✓	\$1,699.00	+
Gainward	PCI Express	426018336-2661	NEW	Gainward Geforce GTX690 (915Mhz), 4096MB (6008Mhz) GDDR5, Powered by Dual Geforce GTX680, PCIe 3.0, Triple DVI, Displayport	2yr	✓	✓	✓	✓	✓	✓	\$1,699.00	+
Gigabyte	PCI Express	GV-N570SO-13L	NEW	Gigabyte Geforce GTX670 Super Overclocked (945Mhz), 1280MB GDDR5 (3800Mhz), PCIe 2.0, 2x Dual Link DVI, Mini HDMI	3yr	✓	✓	✓	✓	✓	✓	\$999.00	+
	PCI Express	GV-N690D5-4GD-B	NEW	Gigabyte Geforce GTX690 (915Mhz), 4096MB (6008Mhz) GDDR5, Powered by Dual Geforce GTX680, PCIe 3.0, Triple DVI, Displayport	3yr	✓	✓	✓	✓	✓	✓	\$1,699.00	+

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