



IT Price Inquiry Submission

IT item: Asus RT N66U Wireless Router

Preface

Overseas online price: \$186 Australian dollars (see foreign exchange calculation below)

Australian online price: \$275 Australian dollars

PERCENTAGE DIFFERENCE: +47.8% premium for Australian residents

Calculation: $(275-186) / 186 * 100.0 = 47.8\%$

Supporting Evidence

Foreign Exchange conversion



AUDUSD exchange rate chart

Best case exchange rate: 1.04 AUD per USD (as at 30th April 2012)

Worst case exchange rate: 0.97 AUD per USD (as at 24 May 2012)

Best converted price for \$180 USD = \$173.07 Australian Dollars

Worst converted price for \$180 USD = \$185.56 Australian Dollars

Selected price for overseas market comparison: \$186 AUD

Australian Pricing Evidence – Part 1

Static ICE (Australia) – IT shopping comparison

“Static Ice” IT shopping comparison website showing the lowest prices available in Australia. \$275.00 is the cheapest available. Screenshot below.

Search Results

share 

Price	Description
\$275.00	Asus RT-N66U Dual Band Multifunctional Wireless Router ▶  Computer & Parts Land (VIC) www.cplonline.com.au updated: 24-05-2012
\$275.00	ASUS RT-N66U Dual Band Multifunctional Wireless N RouterThe ASUS RT-N66U du... [Avail: In Stock] ▶  PC Case Gear (VIC) www.pccasegear.com updated: 24-05-2012
\$275.99	ASUS RT-N66U Dual-Band Wireless-N900 Gigabit Router - IEEE802.11a/b/g/n - U... ▶  Mwave Australia (NSW) www.mwave.com.au updated: 24-05-2012
\$276.35	Asus RT-N66U Dual-Band Wireless-N900 Gigabit Router [RT-N66U]-2.4 GHz and 5... ▶  MegaBuy Technology Superstore (QLD) www.megabuy.com.au updated: 24-05-2012
\$289.00	Asus RT-N66U DUAL BAND MULTIFUNCTIONAL WIRELESS ROUTER 802.11N ▶  IJK Enfield (NSW) ijk.com.au updated: 24-05-2012
\$292.22	ASUS RT-N66U Dual-Band Wireless-N900 Gigabit Router, Asus, Wireless Routers... ▶  ARC Computers (NSW) www.arc.com.au updated: 24-05-2012
\$294.00	NEW! ASUS RT-N66U Dual-Band Wireless-N900 Gigabit Router (RT-N66U) Megaware Computers (NSW) www.megaware.com.au updated: 24-05-2012
\$298.00	ASUS RT-N66U Dual-Band 450Mbps Wireless-N900 Gigabit Router RT-N66U Digital Star (NSW) www.digitalstar.com.au updated: 22-05-2012
\$298.00	NEW! ASUS RT-N66U Dual-Band Wireless-N900 Gigabit Router TI Computers (NSW) www.ticomputers.com.au updated: 24-05-2012
\$299.00	Asus RT-N66U Wireless N Router Dual Band Gigabit LAN 450mbps ▶  NetPlus (WA) www.netplus.com.au updated: 24-05-2012
\$299.00	Asus RT-N66U Wireless-N N900 Dual Band Gigabit Router with 3G and Print Sharing ▶  Computer Alliance (QLD) www.computeralliance.com.au updated: 24-05-2012
\$299.00	Asus RT-N66U Dual Band Wireless Multi Functional Router, N900, Gigabit Lan ... ▶  Scorpion Technology Computers (VIC) www.scorptec.com.au updated: 24-05-2012
\$299.00	Asus RT-N66U ▶  Centre Com (VIC) www.centrecom.com.au updated: 24-05-2012

Australian Pricing Evidence - Part 2

Google Shopping (Australia) - IT shopping comparison

Cheapest price: \$294.40

Screenshot below.



ASUSTeK COMPUTER ASUS RT-N66U Wireless router - 4-port switch (integrated) - EN, Fast EN, GB EN, IEEE 802.11b, IEEE 802.11a, IEEE 802.11g, IEEE 802.11n

\$294 new from 4 sellers

★★★★★ 21 reviews  Recommend this on Google

NAT support, Syslog support, Stateful Packet Inspection (SPI), DoS attack prevention, print server, MAC address filtering, IPv6 support, URL filtering, IPv4...

[« Back to overview](#)

Compare prices

New items

Your location: Perth, WA - [Change](#)

Relevance ▾	Condition	Price
TechBuy.com.au	New	\$319.10
VTech Industries	New	\$301.08
Technopolis	New	\$294.40
eBay.com.au - digitalstaronline	New	\$299.00

Overseas Pricing Evidence

Amazon (United States) - being sold directly by Asus America

Offered price: \$180



[Today's Deals](#) | [Gift Cards](#) | [Help](#)

Shop by Department ▾

Search

Electronics ▾

Go

[Computers](#) | [Brands](#) | [Best Sellers](#) | [Laptops & Tablets](#) | [Desktops & Monitors](#) | [Hard Drives & Storage](#) | [PC Accessories](#) | [PC Components](#) | [Printers & Ink](#) | [Deals](#)



ASUS RT-N66U Dual-Band Wireless-N900 Gigabit Router

by [Asus](#)

★★★★☆ (96 customer reviews) |  Like (56)

List Price: ~~\$179.99~~

Price: **\$179.98** & this item ships for **FREE with Super Saver Shipping**. [Details](#)

You Save: **\$0.01**

In Stock.

Order now and we'll deliver when available. We'll e-mail you with an estimated delivery date as soon as we have more information. Your account will only be charged when we ship the item.

Ships from and sold by **Amazon.com**.

[22 new](#) from \$170.00

Shipping

Neither price is inclusive of shipping because both items are online and shipping costs are reflection of the online retailer and postal agents and are not chosen by ASUS Australia or ASUS USA.

Contact Details

Name: Daniel Prosser