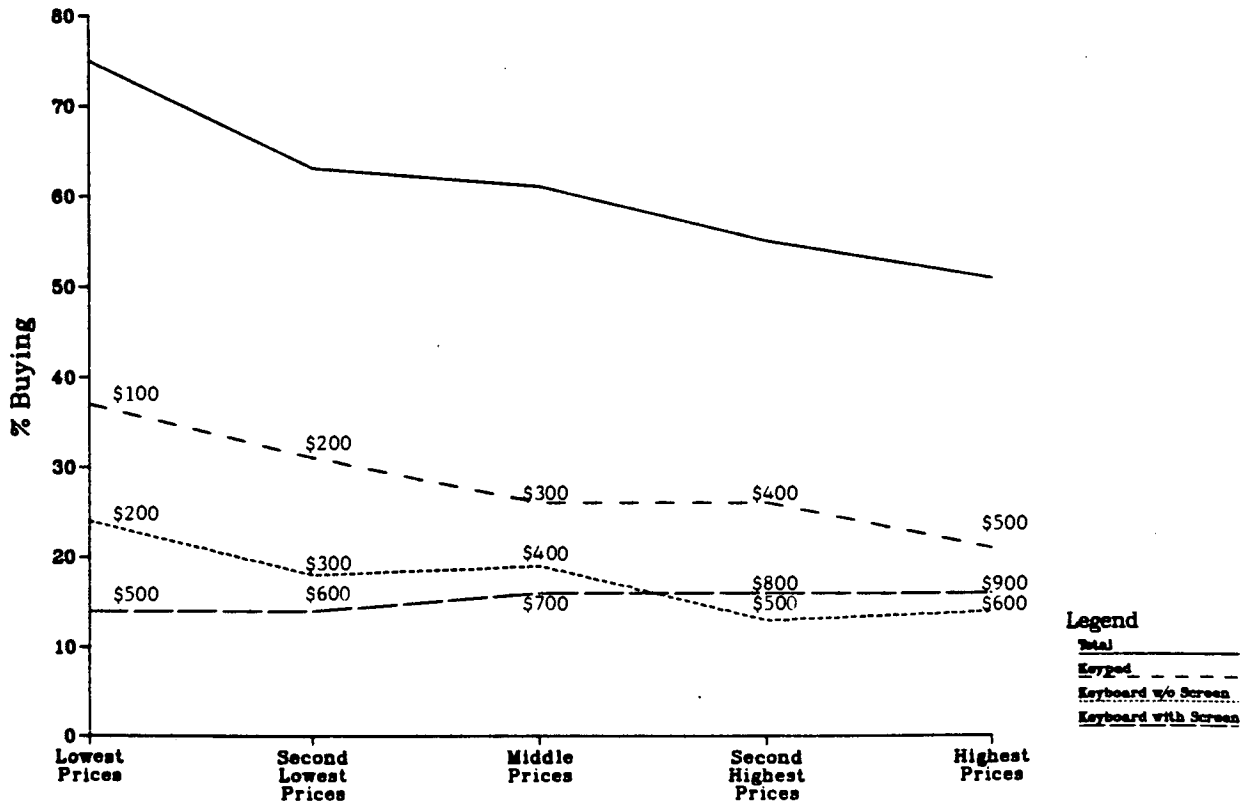


**Scenario 3 - Demand When
Consumers Can Only Buy
Any Of Three Units, But Can't Rent Them**

It's possible consumers won't be able to rent controls. They may only be marketed in stores the same way TV sets are, and consumers will have a variety of them to buy. Given a choice of buying any of the three control units, which do they choose?

Figure 25 shows the percentage choosing the keypad represented by the short-dashed line. The dotted line is for the keyboard without screen, and the long-dashed line is for the keyboard with screen. Adding all three lines together results in the top line, which is the total percentage of people willing to buy any unit. This ranges from 75% at the left among the NEHST sample group shown a \$100 cost for the cheapest unit, to 51% at the right among the group shown a \$500 cost.



As you can see, the overall favorite is the keypad. The keyboard without screen is preferred over the keyboard with screen at lower prices, but as price goes up the keyboard with screen slips ahead.