What about revenues from selling the keyboard unit without screen?

Price of keyboard without screen		Percentage Buying		Revenues made per 100 homes
$200	x	24	=	$ 4800
$300	x	18	=	$ 5400
$400	x	19	=	$ 7600
$500	x	13	=	$ 6500
$600	x	14	=	$ 8400

Again, the $400 price makes more revenues than charging $500! Once $600 is reached, however, revenues increase again.

For the keyboard with screen, revenues are maximized by charging $900.

Price of keyboard with screen		Percentage Buying		Revenues made per 100 homes
$500	x	14	=	$ 7000
$600	x	14	=	$ 8400
$700	x	16	=	$11200
$800	x	16	=	$12800
$900	x	16	=	$14400

Summary Of Maximum Revenues When All Three Units Are Sold

It appears that $400 is a "magic" price with consumers for buying videotex controls, whether the unit is a keypad or keyboard with a screen. At this price, revenues are maximized. With the more sophisticated unit - the keyboard with screen - the $900 price is best, since those desiring this unit are "die-hards" who want it regardless of the price.

This suggests that to maximize revenues, at least two types of units should be offered:

$400 keypad or keyboard without screen
$900 keyboard with screen