

The next most popular offering is **selling "B", the keyboard without screen:**

	Among NEHST group shown a purchase price of ...				
	<u>\$200</u>	<u>\$300</u>	<u>\$400</u>	<u>\$500</u>	<u>\$600</u>
Will buy "B" keyboard without screen	40%	31%	31%	25%	23%

Demand drops slightly when consumers must rent "B" - the keyboard without screen:

	Among NEHST group shown a monthly rental of ...				
	<u>\$8</u>	<u>\$12</u>	<u>\$16</u>	<u>\$20</u>	<u>\$24</u>
Will rent "B" keyboard without screen	38%	24%	23%	22%	19%

Demand drops considerably when the only unit offered is the more expensive "C" - the keyboard with screen. Those willing to buy it:

	Among NEHST group shown a purchase price of ...				
	<u>\$500</u>	<u>\$600</u>	<u>\$700</u>	<u>\$800</u>	<u>\$900</u>
Will buy "C" keyboard with screen	20%	17%	19%	18%	17%

And if consumers can't buy "C" - the keyboard with screen - and can only rent it, demand drops even further:

	Among NEHST group shown a monthly rental of ...				
	<u>\$20</u>	<u>\$24</u>	<u>\$28</u>	<u>\$32</u>	<u>\$36</u>
Will rent "C" keyboard with screen	17%	12%	14%	13%	14%

Demand is similar whether a \$24 per month fee is charged, or a \$36 one.