

Some insights into how consumers value control units are found within Figure 25 on the preceding page.

Notice the plateaus in the curves where increasing price has little effect on demand.

For both the keypad and keyboard without screen, there's a flat spot when price changes from \$300 to \$400. There's no drop in demand because these two prices are the same to the consumer. But demand drops again when price goes from \$400 to \$500. In effect, the consumer is saying "Whether it's \$300 or \$400 doesn't matter, but when it's \$500 that's different."

Once price reaches \$500, demand is steady. Those willing to pay \$500 are willing to pay \$900.