
Subject: Thoughts on Logic Studio 8 pricing
Posted by [excelav](#) on Wed, 19 Sep 2007 21:14:42 GMT

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Apple's move on the pricing of Logic, is either that they are just being aggressive and are looking to grab market share, or they know something is about to happen in the industry. Maybe Microsoft is about to buy a audio software company. The day Apple was going to announce new iPods, MS announced a 20% price drop on the Zune to trump Apple's announcements. Bill Gates leaked that they are looking to come in to the iPhone market. I think Apple responded by dropping iPod prices, and drastically dropping the price of the iPhone.

For the loyal Logic users, I think Apple did the right thing by dropping the upgrade prices. For the money, I can't see anything else that is as full featured as Logic Studio 8. It's going to be hard to compete with that kind of pricing and that kind of package. It's slick and it looks easy to use. It's like a full production studio in one box. This is really going to shake up the market. I'm wondering what MOTU is going to do. Obviously by Morgan's pricing on Cubase, Steinberg has taken notice and a step back. I wonder who else will get their pricing in line.

Do you think MS could get away with buying Digidesign? They already own a chunk. I guess will know by the end of AES.

I hope Apple drops the price of FCP next. What ever the reason was for the Logic price drop, it was a vary smart move. I think we'll all benefit from it. Thank you Apple!

Subject: Re: Thoughts on Logic Studio 8 pricing
Posted by [chuck duffy](#) on Thu, 20 Sep 2007 00:22:04 GMT

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James.

MS simply can't compete in the consumer product arena. This has been proven again and again. Apple has mindshare, MS is a corporate borg.

1. Zune. A 20% price cut on a product nobody wants is meaningless.
2. MS has been trying to break into the phone arena for 5 years. Apple sells a million out of the gate. A million units, total control, insanely high margin, high cool factor, profit on both hardware, software, and through licensing with AT&T A CUT OF THE CALLS!!!!!!
3. Apple INVENTED the PDA, then walked away. Why? Jobs wasn't around. IMHO, everything that came after the Newton is, well, an afterthought.

In my opinion microsoft absorbs stuff, and produces a usable product, but there is absolutely nothing cool about their stuff.

Chuck

"James McCloskey" <excelsm@hotmail.com> wrote:

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>and are looking to grab market share, or they know something is about to
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Subject: Re: Thoughts on Logic Studio 8 pricing
Posted by [Paul Braun](#) on Thu, 20 Sep 2007 04:26:02 GMT
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On 20 Sep 2007 10:22:04 +1000, "chuck duffy" <c@c.com> wrote:

>
>3. Apple INVENTED the PDA, then walked away. Why? Jobs wasn't around. IMHO,
>everything that came after the Newton is, well, an afterthought.
>
>And I still have 3 Newtons - an MP100, an MP2000 and a MP2100.

Although I haven't really used the 2100 much in the past year, so I'm going to offload the data and address book, and probably put 'em up on the 'bay.

However, you are correct. They invented the damn thing, then killed it. Palm would not exist if it weren't for the Newton and their Graffiti package.

pab

Subject: Re: Thoughts on Logic Studio 8 pricing
Posted by [emarenot](#) on Thu, 20 Sep 2007 15:01:08 GMT
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> 3. Apple INVENTED the PDA, then walked away. Why? Jobs wasn't around.
IMHO,
> everything that came after the Newton is, well, an afterthought.
>
Hey now, Psion Revo was wicked ;-))
MR

Subject: Re: Thoughts on Logic Studio 8 pricing
Posted by [Jamie K](#) on Thu, 20 Sep 2007 15:17:06 GMT
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I still use a Psion 5MX. Amazing little computer. Word processing, spreadsheet, audio idea recorder, calendar, contacts, email, compact flash memory, fold-out touch-typeable keyboard, touch screen.

No mp3 player, no camera, no color. Batteries last forever.

Long discontinued.

Cheers,
-Jamie
www.JamieKruz.com

Mike R. wrote:

>> 3. Apple INVENTED the PDA, then walked away. Why? Jobs wasn't around.
> IMHO,
>> everything that came after the Newton is, well, an afterthought.
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> Hey now, Psion Revo was wicked ;-))

> MR

>

>
