
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!
