

So how much will the iPad actually cost in the UK?

| Product | US Dollars | GB Pounds (direct \$ to £ exchange rate) | Plus 17.5% VAT rate | Difference between this and real retail price... | Proportion (%) of difference to original exchange+vat rate (column D) | Band for real cost price | Band for proportional difference | |
|--------------|------------|--|---------------------|--|---|--|----------------------------------|--|
| iPod Shuffle | \$59 | £39.00 | £45.82 | £0.18 | 0.38 | > £300 | Little or none | <i>The past 2 columns aren't very relevant, but they say that for the £300 to £1000 bracket, which the iPad fits into, I would expect a little positive proportional difference, influencing my suspected pricing below:</i> |
| iPod Nano | \$149 | £98.49 | £115.72 | £2.28 | 1.97 | > £300 | Little or none | |
| iPod Classic | \$249 | £164.59 | £193.39 | -£0.39 | -0.20 | > £300 | Little or none | |
| iPod Touch | \$199 | £131.54 | £154.56 | -£2.56 | -1.66 | > £300 | Little or none | |
| Apple TV | \$299 | £197.64 | £232.23 | -£9.23 | -3.97 | > £300 | Negative | |
| MacBook | \$999 | £660.34 | £775.90 | £40.10 | 5.17 | £300 - £1000 | Positive | |
| MacBook Pro | \$1,199 | £792.54 | £931.23 | -£13.23 | -1.42 | £300 - £1000 | Little or none | |
| MacBook Air | \$1,499 | £990.84 | £1,164.24 | £9.76 | 0.84 | < £1000 | Little or none | |
| Mac Mini | \$599 | £395.94 | £465.23 | £44.77 | 9.62 | £300 - £1000 | Positive | |
| iMac 21.5" | \$1,199 | £792.54 | £931.23 | £37.77 | 4.06 | £300 - £1000 | Positive | |
| Mac Pro | \$2,499 | £1,651.84 | £1,940.91 | -£0.91 | -0.05 | < £1000 | Little or none | |
| | | | | | | Plus proportional average change: | | My suspected price: |
| iPad WiFi 16 | \$499 | £329.84 | £387.56 | not applicable | average of above products: 1.34 | 439.49 | (diff.) | £439 (base) |
| iPad WiFi 32 | \$599 | £395.94 | £465.23 | | | 527.56 | 88.07 | £529 (+90) |
| iPad WiFi 64 | \$699 | £462.04 | £542.90 | | | 615.63 | 88.07 | £619 (+90 +90) |
| iPad 3G 16 | \$629 | £415.77 | £488.53 | | | 553.98 | | £559 (+120) |
| iPad 3G 32 | \$729 | £481.87 | £566.20 | | | 642.06 | 88.07 | £649 (+120 +90) |
| iPad 3G 64 | \$829 | £547.97 | £643.86 | | | 730.13 | 88.07 | £739 (+120 +90 +90) |

Please note: £/\$ exchange rate 0.661 as of March 7, 2010.

Created for guide purposes only, not for actual real life iPad costs.

Spot anything not quite right? Please contact me at alastairmogford@me.com