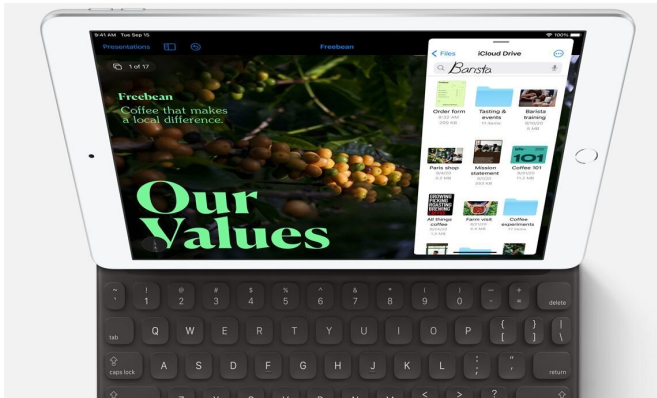


Apple addition: How a \$329 iPad can grow to almost \$1K

16 September 2020, by Jefferson Graham, Usa Today



That new entry level \$329 iPad sounded really cool when Apple announced it Tuesday.

It has a super-fast processing chip and is substantially faster than a Windows laptop, an Android tablet or a Google Chromebook.

That's at least what Apple told us in its virtual presentation.

And as a pandemic-era tool for working or learning from home, it sounds like a relative bargain. Until you tally up the shopping cart.

Somehow \$329 grows to \$956, before tax, once you add in extra storage, cellular connectivity, Apple Care and accessories like the Apple Pencil and a keyboard.

And if you think that's a lot, can we interest you in the step-up model, the new iPad Air, with a larger screen, even faster processing chip, edge-to-edge display and the return of Touch ID?

That model starts at \$599—\$100 more than the previous edition. But once we're through loading it

with add-ons, we get to \$879 for the extra storage and cellular connectivity and a final tally of \$1,376 pre-tax with the addition of Apple Care, the Pencil and a keyboard.

Remember that the 10.9-inch iPad Air isn't even the most expensive iPad model. That would be the 12.9-inch iPad Pro, which starts at \$799 but ends up, when fully loaded, at \$2,256.

This, of course, comes from a company that turned heads when it introduced an updated computer in 2019, the Mac Pro, which, when loaded, would set you back only \$60,000 or so. That also sold a "Pro Stand" for the companion monitor for just \$999.

But let's return to the new products announced Tuesday.

Apple won some kudos for introducing an economy-priced new Apple Watch, the SE, using the same name as the lowest priced \$399 iPhone. The Watch starts at \$279, compared to \$399 for the new Series 6.

But those are just starting prices.

If you want to use the SE with cellular connectivity to be able to respond to texts and e-mails, answer phone calls, or share with the family in the new "Family Setup" plan, the Watch grows to \$329 for the 40mm version watch face or \$359 for 44mm face. And don't forget to add \$10 monthly for cell service.

The Series 6 Watch itself starts at \$399 but grows to \$529 with cellular service and the larger watch face. Finally, If you're a fashion plate and want the finest edition of the Series 6, get ready to spend at least \$1,499 before tax for the Hermes fashion models.

But have no fear, Apple does have some consumer bargains in there as well.

It also introduced a new subscription bundle, Apple One, which offers discounts to consumers who agree to pay for multiple subscription services, including Music, TV+, News+ and Arcade.

The pricing is confusing: \$14.99 for a limited group of services, or \$29.99 for everything. Apple says you'll save \$6 on the entry-level offering, which offers Music (\$9.99), TV+ (\$4.99), Arcade (\$4.99) and the \$1 offering of 50 GB of iCloud. The "Premier" offering adds the new Fitness+ (\$9.99), News+ (\$9.99) and 2 TB of iCloud (\$9.99). Savings: \$25.

But did you really want even more subscription services to keep track of?

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