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Professor Richard Snape
Productivity Commission
LB2 Collins St East
Melbourne VIC 8003

Monday 13th December, 1999



Dear Professor Snape,

You would have noticed that I wasn't very definite about SDTV set-top decoder prices.

I am very comfortable with prices under \$500 at a retail level. I expect it to be a lot less. My hope is an under \$300 figure for Loewe television buyers, and say \$400-\$450 for others.

The factors I can't resolve at the moment are:

1. The quantities we would take, which of course depends on the final Digital TV decision and real-life commencement date.
2. Currency factors.
3. Crunching the price with a definite order. (Prices become more flexible with a definite order)

Yours truly,
INTERNATIONAL DYNAMICS (Loewe TV Division)

Alex Encel
MANAGING DIRECTOR