

## Re: Small proto boxes with LCD and buttons?

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*Source:* <http://sci.tech--archive.net/Archive/sci.electronics.design/2005-07/msg03265.html>

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- *From:* [bungalow\\_steve@xxxxxxxxx](mailto:bungalow_steve@xxxxxxxxx)
  - *Date:* 25 Jul 2005 19:23:04 -0700
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\$125 selling price doesn't imply a \$5 case/display/switches, that company was offering a variety of different instruments all with the same case/display/switches, but with a large difference in price.

The display is probably custom, 1000 units of a custom display is not pretty, I have no idea what volume these guys are doing, lets assume 1000's.

I suspect the case/display/switches/assembly are about \$35, with the electronics/sensors in the lower priced instruments less then \$10, with a 3x parts markup for selling price. So the lion share of the cost is the case/display.

For the \$500 instruments the lion share of the cost is the electronics/sensors, reusing the case/display/switches.

The only way display/case/switches cost less then \$5 is when you make millions, like pagers, cell phones, electronic toys etc, here I am of course assume China manufacturer not US/Germany.

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