

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

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  - *Date:* Tue, 26 Jul 2005 19:11:05 GMT
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Hello Steve,

scuba gadgets with custom graphic LCD's appear to be in the \$100's  
(first hit on Google)

<http://www.joediveramerica.com/page/JDA/CTGY/comp>

I saw that when I tried to find it back via Google. But these are high priced and non-graphic LCD. The one I saw did not have download capabilities but could display the depth profile of a dive on its LCD. It was much cheaper but you could not use it for the statistical analysis that many experienced divers are after.

For the RF stuff, probably they make less money on the \$100 unit then on the \$500 unit, the 1/3 rule applies to everything you sell, not to each specific product, its an average, you could have loss leaders that sells for 1/2 cost/sell ratio to get customers in the door, and then sell others with a 1/5 cost/sell ratio to keep you business.

That's dangerous for a company as young as that. Typically the cheap stuff sells like hot cakes and they couldn't stomach a loss leader in that market segment for long.

I have designed loss leaders myself but for corporations who made their core revenue with other products that generated a solid profit per unit. They only needed the loss leader accessories to augment the sales numbers of their mainstream products.

... Probably that depth gauge could be made for \$20 if everyone standardized on a particular box/LCD display, but would the scuba guy buy a \$20 depth gauge that looks like a digital clock? I have no idea, maybe the smallest/shape is very important and is worth the \$250 bucks.  
just my thoughts on the subject

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

Not the pros but newcomers would certainly buy it. It's the same as with cars. Young people on a tight budget buy a little Honda and soup that up. Then when they are in their 40's and their career was somewhat successful they'll eye that new Corvette or Porsche.

Regards, Joerg

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