



## TEC District Snapshot Report June 2016

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## “Apples to Apples II” New Price Snapshot

On March 21, Apple’s published new education sticker prices for iPads. This was the first time since 2014 that Apple announced new education priced for iPads. Depending on how you look at it, Apple either dramatically reduced prices or simply replaced the iPad Air with the iPad Air 2 as their least expensive tablet.

In short, Apple has discontinued official education sales of the iPad Air and reduced the price of the iPad Air 2 by \$100. All other devices (MacBook, desktops, etc.) and other iPad models (iPad mini 2 & 4, iPad Pro) are still listed with the 2014 prices.

### Education Sticker iPad Prices Before March 21

iPad Air 2 Wi-Fi 16GB Space Gray	\$479.00
iPad Air 2 Wi-Fi 16GB Space Gray (10-Pack)	\$4,740.00
iPad Air 2 Wi-Fi 16GB Space Gray (10-Pack) with 2-year AppleCare+ for iPad	\$5,530.00
iPad Air 2 Wi-Fi 16GB Space Gray (10-Pack) with 3-year AppleCare+ for iPad	\$5,730.00

See link for reference: [http://images.apple.com/education/pricelists/pdfs/us\\_education\\_institution\\_price\\_list\\_02\\_15\\_2016.pdf](http://images.apple.com/education/pricelists/pdfs/us_education_institution_price_list_02_15_2016.pdf)

### Education Sticker iPad Prices After March 21

iPad Air 2 Wi-Fi 16GB Space Gray	\$379.00
iPad Air 2 Wi-Fi 16GB Space Gray (10-Pack)	\$3,740.00
iPad Air 2 Wi-Fi 16GB Space Gray (10-Pack) with 2-year AppleCare+ for iPad	\$4,530.00
iPad Air 2 Wi-Fi 16GB Space Gray (10-Pack) with 3-year AppleCare+ for iPad	\$4,730.00



## What Districts Are Really Paying

**Unfortunately Apple' strategy of charging some districts more than others continues. We even see some districts still paying the older educational sticker price despite Apple's published price change.**

iPad Air 2 16GB WiFi Low to High Price Across Districts

iPad Air 2	Low-High \$	Apple Edu. Price
16 GB	\$367 - \$479	\$379
64 GB	\$464 - \$579	\$479
16GB 10-pack (without AppleCare +)	\$3,621 - \$3,740	\$3,740
16GB 10-pack (w/ 2 year AppleCare+)	\$4,386 - \$4,530	\$4,530
16GB 10-pack (w/3 year AppleCare+)	\$4,730 - \$5,730	\$4,730

Midwestern district with just over 8,000 students	iPad Air 2 16GB	\$419.83 (\$50 more than sticker price)	Price date: 3/23/2016
Southwestern district with just over 60,000 students	iPad Air 2 64GB +3 years Apple Care	\$573 (\$5 less than sticker price)	4/1/2016
Southwestern district with just over 5,000 students	iPad Air 2 64GB	\$474 (\$5 less than sticker price)	4/1/2016
Northeastern district - Among 10 largest districts in US	iPad Air 2 16GB	\$367 (\$12 less than sticker price)	3/1/2016

Why does Apple do this? They are attempting to control the impact of demand on their prices. Basic economics tells us that when a product is in high demand relative to supply prices should go up. Prices go back down when demand for a product is low relative to supply. Gas prices are a great example. Gas prices fell dramatically starting in late 2014 as companies around the world produced more gas and people used less. The price climbed back up a little last summer and this summer when more people are traveling. On average, gas prices are 50 cents a gallon less than 10 years ago. Apple tries to protect itself against these kind of price fluctuations. Apple want's to keep prices high even as demand drops.

**So your Apple rep must charge you as much as they can to keep prices artificially high. This technique has worked a long time for Apple but ultimately tactics like this are bad for buyers and sellers and Apple's education sales are suffering.**



## Chromebook Kaleidoscope

TEC’s has begun research into Chromebooks. We started with an initial small sample of Chromebook pricing and contract documents from just 20 districts. Similar to “Apples to Apple,” the data comes from districts of varied size and from every region of country. As anticipated, we found many different models with different bundled services and software.

We observe from our findings that, although there are many different bundles of device, service and software being purchased, most bundles are very similar and price differences are not driven by the device components or unique bundling. In short, it appears that prices are very negotiable.

In a survey of 20 districts we found 13 different Chromebooks being purchased

1. Acer C720	5. Dell Chromebook 11 Touch	10. Lenovo N21 Chromebook
2. Acer C720 Touch	6. Dell Chromebook 13	11. Lenovo Yoga 11e
3. Acer C740	7. HP 11 2Gb Ram	12. Samsung Chromebook
4. Dell Chromebook 11	8. HP 11 4Gb Ram	13. Toshiba Chromebook 2
	9. HP 14 G3	

### Most Popular Models

### Best Deals

Dell Chromebook 11	Range \$215 –\$353	\$319	3 Year Warranty & Chromebook Device Management Console
HP 11 4GB RAM	\$174.34 - \$293	\$174	1 Year Warranty & Chromebook Device Management Console
Dell Chromebook 11 Touch	\$291.09 - \$340.93	\$291.09	1 Year Warranty & Chromebook Device Management Console
Acer C720	\$240 - \$333.94	\$333.94	3 Year Warranty & Chromebook Device Management Console

We advise districts to set price targets at \$170 for a Chromebooks with 1 year warranty and Chromebook Device Console License or \$200 with a 3 year warranty.



## Cacophony Projected, TEC's Projectors Report

In response to many requests from members, TEC has prepared the following report about projectors.

From mounted to portable, wireless to interactive, there are hundreds of projector models with varying capabilities and features.

The good news is that each projector model is intended to address a unique need, with hopes of making classroom usage as efficient as possible. The bad news is there appears to be more than 1,000 different projector models ranging from \$200 to \$55,000 in price.

With so many projectors, no model is the clear favorite or best offering. So we identified 4 projector capabilities that are key considerations for classroom usage: lumens, native resolution, ultra short throw (UTS) and interactivity.

### Key Components of Classroom Projectors

#### **Lumens:**

Refers to the total brightness. The more lumens a projector has, the brighter and sharper the image on the screen will be. Lumens matter in a classroom because projectors with lower lumens require a darker room. Lower lumens also means the picture will be fuzzy if the projector is too close or too far away from the screen.

#### **Native resolution:**

Projectors come in different fixed resolutions including SVGA (800 x 600), XGA (1024 x 768), WXGA (1280 x 800), HD (1920 x 1080). Resolution matters because higher-resolution projectors are able to show more details in pictures. Most non-interactive classroom projectors are XGA and most interactive classroom projectors are WXGA. If you intend on showing video and hope the video will look like it does on your computer screen, XGA is the minimum resolution you will need.

#### **Ultra Short Throw (UST):**

UST projectors do not need distance to project a large sharp image. Most interactive projectors, and some non-interactive projectors are UST. UST projectors can be placed just a few feet from the screen or anywhere else in the classroom.

#### **Interactivity:**

Interactive projectors provide a way for multiple devices to simultaneously connect over a network or via an mobile app. Some interactive projectors also include electronic whiteboard capabilities.



## 14 Districts 612 Projector Models

TEC's first-round findings focused on projectors purchased by 14 school districts. From this initial small set, we have found 26 different makers and 612 different projector models. In addition to the myriad models available, the large number of resellers add to the complexity.

Out of the 26 different makers we have found, Epson offers the highest variety, with 103 different models, only 8 of which are repeated models across the 14 districts. Panasonic, Optoma and NEC follow Epson in terms of number of models with 50 to 80 models each.

We found that in the rare instance that districts share the same projector model, they don't share price. For price comparison, we have gathered high and low prices for 8 non-interactive and 5 interactive projector models from the district data.

### Non-Interactive Projector Models

Maker	Model	UST	Lumens	Native Resolution	Price (Low-High)
Hitachi	CP-EX251N		2700	XGA	\$443-\$483
Epson	PowerLite 97H		2700	XGA	\$459-\$489
Epson	PowerLite 98H		3000	XGA	\$523-\$539
Epson	PowerLite 98		3000	XGA	\$529-\$563
Epson	PowerLite 1751		2600	XGA	\$568-\$585
Hitachi	CP-X2530WN		2700	XGA	\$576.10-\$585
Epson	PowerLite 1761W		2600	WXGA	\$619-\$670
Hitachi	CP-AW3003	✓	3300	WXGA	\$1164-\$1407

### Interactive Projector Models

Maker	Model	UST	Lumens	Native resolution	Price (Low-High)
Epson	PowerLite X27		2700	XGA	\$405-\$416
Epson	PowerLite 570	✓	2700	XGA	\$969-\$1,111
Epson	PowerLite 575W	✓	2700	WXGA	\$1049-\$2166
Hitachi	CP-TW3005	✓	3300	WXGA	\$1432-\$1659
Epson	BrightLink 595Wi	✓	3300	WXGA	\$1745-\$1894



We also found some considerable difference between Epson Education List price and reseller list price. Sometimes the reseller price was lower than Epson’s list educational price, which is what we would expect. However we discovered in some cases that the reseller prices are higher than Epson’s list. **For districts looking to purchase Epson products, we recommend checking the [Epson Education Price List](#) before making a selection through your reseller.**

**Epson Education Price List vs. Reseller Epson Price List**

<b>Model</b>	<b>Reseller Price</b>	<b>Epson Education Price</b>	<b>Difference between Epson Education and Reseller Price</b>
PowerLite 1761W	\$670	\$647	\$37
PowerLite 1930	\$913	\$899	\$14
PowerLite 1771W	\$915	\$744	\$171
PowerLite 1776W	\$1,007	\$989	\$18
PowerLite 570	\$1,111	\$999	\$112
BrightLink 595Wi	\$1895	\$1799	\$96
PowerLite 575W	\$2166	\$1049	\$1117

We observe that the total cost of ownership is very important when selecting projectors. We found that the mounting kit for ceiling projectors, installation, warranties and replacement bulbs are all separate costs that almost always add up to more than a device’s initial price.

Here’s is data from 2 districts showing what a bundle cost may look like vs. a stand-alone projector.

<b>Model</b>	<b>Stand-Alone Projector Price</b>	<b>Bundle Price</b>	<b>Bundle Includes</b>
InFocus IN114	\$379	\$1729	<ol style="list-style-type: none"> <li>1. Mobile Cart with Floor Lock</li> <li>2. Projector</li> <li>3. Speakers</li> <li>4. Amplifier</li> <li>5. DVD Player</li> <li>6. All Required Installation</li> </ol>

The best way to approach the selection process for projectors appears to be to find the lowest price for the projector with relatively high lumens and native resolution and then negotiate for most comprehensive bundle of services. Realizing the difficulty in navigating the cacophony of projectors, TEC is available to help districts identifying the key components needed for their classroom and find the best available price.



## TEC's Houghton Mifflin Harcourt Work In Progress

As a part of our research on educational software products, we have begun looking at the leading provider of digital classroom software, Houghton Mifflin Harcourt.

We are looking at price-related information from district websites and HMH's own websites. So far what we have found is an enormous list of products and dizzying package options associated with each product.

In order to try and make sense of the HMH products, we decided to build our own HMH Product Catalog . We want this catalog to be able simple for us and our members to use for our future HMH pricing reports.

So far, our catalog has 23 products that we identify as being most popular amongst districts. 12 of these products are hybrid (combination of print and digital) and 11 are online (digital) only. The catalog doesn't include any of the free HMH products or add-ons.

HMH Classroom Products	Grade Level/ Age	Digital/Hybrid
Read 180	4-12+	Digital
System 44	4-12+	Digital
Math 180	6-12	Digital
iRead	K-2	Digital
Nextpert	Professional Development	Digital
Common Core Code X	6-8	Hybrid
FASTT Math	2-12	Digital
GO Math!	K-8	Digital
Science Fusion	K-5	Hybrid
Journeys	K-5	Hybrid
Curiosityville	Ages 3-7	Digital
Holt McDougal Biology	8-12	Hybrid
iAvancemos!	6-12	Hybrid
Math Expressions	K-6	Hybrid
Rigby PM Books	K-5	Hybrid





Escalate English	4-8	Hybrid
Earobics	K-3	Digital
Math In Focus (Singapore Math for US Classrooms)	K-8	Hybrid
Carmen Sandiego	Ages 7-12	Digital
Do the Math Now!	6-12	Hybrid
Write Source	K-12	Hybrid
Senders	K-6	Hybrid

In terms of pricing information, HMH’s own product catalog lists pricing and packaging for some but not all 23 products we have on our catalog. For the ones that have pricing available, HMH offers several packaging options:

- Premium classroom package
- Digital/mobile classroom package
- Digital/mobile student resource package
- Digital/mobile teacher resource package.

The large number of components included in each package gets confusing very quickly. For example, the Journeys premium package has 29 components listed. The Hybrid PLUS package has 51 components. However, the premium package is \$600 more than the Hybrid PLUS package.

As we continue to get smart about HMH products, any information about your district’s use of HMH products would be very helpful.



## TEC's Techbook Work In Progress

In addition to HMH software, we are starting to research Discovery Education's Techbook. Our first look includes data we were able to extract from Discovery Education's price list and several state contracts. We found that 12 state Departments of Education (listed below) have formally adopted Techbooks and contracted with Discovery Education.

Alabama	Indiana	Oregon	Texas
Florida	Louisa	Pennsylvania	West Virginia
Idaho	Oklahoma	South Carolina	Virginia

We found that Discovery Education offers three types of techbook licences--national, state specific (available with state contract) and Next Generation Science Standards (NGSS). Discovery Education published prices for 6 year techbook licenses. However we found some states paying less than the published price. We also found the price for shorter (1-3 year) licences from a few individual districts.

### Techbook License and Price Examples

Source	Subject	Grade	Price per Student	Licence duration
National List Price	All	K-8	\$45	6 years
National List Price	All	9-12	\$55	6 years
State Contract	Science	K-5	\$38	6 years
State Contract	Science	6-8	\$45	6 years
State Contract	Science	6-8	\$40	6 years
State Contract	Science	9-12	\$55	6 years
District Contract	Science	K-8	\$15	1 year
District Contract	Science	6-8	\$19.20	2 years
District Contract	World History	6	\$17	1 year
District Contract	World History	6	\$29.40	3 years
District Contract	World History	6	\$48	6 years

**If your district uses Techbooks and you're not in one of the 12 states listed above, please let us know.**