

dial price comparison.

Comparison prices listed in table below are average prices for equivalent products to the dial extra features from a basket of comparable products checked on 10.05.16.

Extra Features	Average Comparison Product Price	dial
Fitness band	£95	It's included
Music streaming service with over 20 million tracks over 24 months	£240	Not a penny AND no data use
Bluetooth EPs	£85	Nada... zilch...
TOTAL	£420	£0

UK data use charges for dial music service is currently included on dial 24 month plans.

To arrive at these figures, the following methodology was applied:

Fitness band: 8 fitness bands were selected as equivalent to the dial fitness tracker (i.e. touch-screen display and GPS tracking without a heart rate monitor) from the online Which?

Fitness Tracker Review (see list of 8 fitness bands on page 2). [Click here](#) The average price of £95 was calculated by combining the total list prices for the 8 equivalent fitness bands and dividing by the number of products ($£758.76 / 8 = £94.85$).

Music streaming service with over 20 million tracks: £240 calculated by taking average £9.99 price per month offered by Apple Music, Spotify, Deezer and Google Play Music over the course of 24 months ($9.99 \times 24 = 240$).

Bluetooth EPs: 10 Bluetooth EPs were selected as equivalent to the dial Bluetooth EPs (i.e. in-ear Bluetooth headphones) from the online Independent article of 21 July 2015 on the 10 best wireless in-ear headphones. [Click here](#) The average price of £86 was calculated by combining the total list prices for the 10 equivalent Bluetooth EPs and dividing by the number of products ($£859.88 / 10 = £85.98$).



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HEADPHONES

PRICE



Sony MDR EX750bt

£130



Plantronics
Backbeat Go 2

£59.98



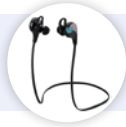
Jabra Sport
Wireless+

£79.99



Denon AH W150

£46



Mpow Swift
Bluetooth

£14.99



Monster iSport
Victory

£104.93



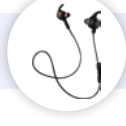
Headbones

£59.99



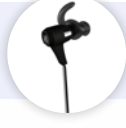
Beats PowerBeats
2 Wireless

£169.95



Jabra Rox

£119.99



Synchros Reflect
BT Sport

£73.06



FITNESS

PRICE



Jawbone Up3

£129.99



Fitbit Alta

£99.99



Witings Pop

£119.99



Garmin Vivofit 3

£89.99



LG Lifeband Touch

£84.24



Soleus Go

£84.58



Misfit Shine

£59.99



Sony Smartband
Tall SWR30

£89.99



HEADPHONES REVIEWS



FITNESS REVIEWS

