

# OS X Mountain Lion has an advantage over Windows 8 in price

Allowing users to update their operating systems at a low price helps Apple draw more customers to it than Microsoft.

**Allowing users to update their operating systems at a low price helps Apple draw more customers to it than Microsoft.**

In response to the introduction of the latest version of Windows 8 for tablets and PCs by Microsoft, Apple can compete with the price of operating systems.



Windows 8 is expected to have an updated price that is not cheap.

As expected, the "software giant" will not sell the latest Windows at a cheaper price than current versions. According to Notebookcheck, Windows 7 Home Premium for PCs sold to OEM manufacturers is priced at \$ 50. If you want to update to Windows 7 Home Premium, users have to spend up to \$ 119.99 at retail price.

Meanwhile, for Mac OS X 10.6 Snow Leopard, Apple only offers a fee of \$ 29 for a single user and \$ 49 for the 5 members of the family package. This helps the sales of operating systems sold thanks to Apple's update doubling compared to when OS X 10.5 was released. Recently, "Apple" has just announced the price of upgrading the operating system to OS X 10.8 Mountain Lion is only 19.99 USD for a user. This is a positive move, similar to the time of this company from forcing customers to spend 9.99 USD to upgrade the iPhone OS (old name of iOS) for iPod Touch to the form of free release.



OS X Mountain Lion has an updated price of only 20 USD.(*Photo: Appleweblog*).

By this method, Apple is putting pressure on Microsoft and trying to lure customers to it. This may make some loyal fans of the "software giant" dragged towards the opponent. In addition, thanks to the combination of hardware and OS in a single product, Apple can both reduce the price of software updates and still earn 30% of profits. Microsoft cannot do this.

However, the future is unpredictable. Some believe that Microsoft may reduce the price of Windows in the future or at least make better choices for its customers.

You finished reading the article "**OS X Mountain Lion has an advantage over Windows 8 in price**" edited by the [TipsMake](#) team. We hope this article has provided you with many useful tech tips and tricks. You can search for similar articles on tips and guides. Thank you for reading and for following us regularly.