

Lots of things will be on sale on Black Friday and Cyber Monday. But these tech gifts may hit their lowest price of the year. A few will probably drop to their lowest prices ever. I'm taking a look at some popular (and awesome) tech gifts that are worth watching.

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0-8 Jamey Tucker/@jameytucker

### **ON-CAMERA TEASE.**

retailers have a little trick to make shoppers think their Black Friday bargains are better than they actually are. I'm Jamey Tucker coming up we'll explain that and show you some tech gadgets that should be at their lowest prices ever.

### **ANCHOR INTRO**

NOW IS NOT THE TIME TO BUY CERTAIN GIFTS FOR THE HOLIDAYS. WITH BLACK FRIDAY AND CYBER MONDAY JUST DAYS AWAY, IF YOU CAN HOLD OFF, YOU MAY GET THE LOWEST PRICES OF THE YEAR.

ESPECIALLY WHEN IT COMES TO TECH GIFTS. OUR CONSUMER TECHNOLOGY REPORTER JAMEY TUCKER DID SOME DIGGING TO FIND OUT WHICH TECH GADGETS WILL LIKELY DROP AS MUCH AS A HUNDRED DOLLARS BY FRIDAY.

### **PACKAGE SCRIPT**

I'm using the website camel-camel-camel to compare what things cost now to what they cost last Black Friday weekend. And I found an Amazon secret that can save you hundreds of dollars.

The Anova Sous Vide Precision cookers use water and vacuum-sealed bags to cook anything to a precise temperature. One of my favorite gadgets I've ever bought. This one was about \$200 last November but dropped \$60 on Black Friday. It's \$139 now, but if last year's 30% discount is any indication, the price will drop to under \$100 on Black Friday weekend.

Instant Pots were all the rage a few years ago. The Duo that includes an Air Fryer is \$149 right now. It dropped to just under \$100 last Black Friday. On Prime Day this year, dropped to \$89. Look for a similar bargain this Black Friday.

Aerogarden, a hydroponic gadget that grows vegetables, herbs, and flowers is usually around \$150. Last Black Friday it dropped to \$80.

And most Amazon products will drop to their lowest prices on Black Friday and Cyber Monday. The Kindle Paperwhite is \$149 now, on Amazon Prime Day last month, it dropped to \$100, its lowest price ever.

About that Amazon secret, amazon jacks up prices in the days leading up to Black Friday and Cyber Monday, so once the sales begin the savings are more impressive. And remember, while these price comparisons are at Amazon, other retailers will match the low price. That includes Walmart, Target, and Best Buy. that's what the tech, I'm Jamey Tucker

## **ANCHOR TAG**

ONCE AGAIN THE WEBSITE TO COMPARE PRICES IS  
CAMEL-CAMEL-CAMEL-DOT-COM.

## **WEB STORY**

How great are Black Friday sales? Sure, they look great when you see an item is discounted by 30%, but retailers often use a trick to make shoppers believe the price cuts are better than they actually are.

I set out to research which gadgets will likely be on big discounts on Black Friday and Cyber Monday and I discovered something that Amazon and many other retailers do to make it seem like products are a great deal.

More on that in a few minutes.

I searched for discounts on popular tech gadgets and what we might expect on Black Friday weekend.

Amazon products typically hit their lowest prices of the year on Black Friday, Cyber Monday, and Amazon Prime Days. The Kindle Paperwhite, which is \$149 now, typically drops to around \$99 on the shopping holidays. There is a better time to buy one if you can wait a few days.

I used the website [www.camelcamelcamel.com](http://www.camelcamelcamel.com) which compares prices on products historically, going back to when they first went on sale at Amazon.

The first product is the Anova Sous Vide Precision Cooker. If you're unfamiliar with this gadget, it uses water and vacuum-sealed bags to cook anything to a precise temperature and is one of my favorite gadgets I've ever purchased. The most popular model was about \$200 last November but dropped \$60 on Black Friday. It's \$139 now, but if last year's 30% discount is any indication, the price will drop to under \$100 on Black Friday weekend.

Instant Pots were all the rage a few years ago. The Instant Pot Duo Crisp that includes an Air Fryer is \$149 right now. It dropped to just under \$100 last Black Friday. On Prime Day this year, it dropped to \$89. Look for a similar bargain this Black Friday.

The Aerogarden, a hydroponic gadget that grows vegetables, herbs, and flowers is usually around \$150 depending on the model. Last Black Friday it was almost half-priced as it dropped to \$80.

About that Amazon secret, prices historically hit their highs in the days leading up to Black Friday and Cyber Monday. So once the sales begin the savings are more impressive and attractive to shoppers. The Paperwhite jumped to \$149 just last week.

And remember, while these price comparisons are at Amazon, other retailers will match the low price. That includes Walmart, Target, and Best Buy.