In the viewpoint of price, comparing to the competitor product PlayStation4, there is a same point between both of products. Please see the table indicating how much it costs to produce each product. Firstly, to make Xbox, total bill of material cost is 457 dollars, and manufacturing cost is 14 dollars. So, the total of these costs is 471 dollars, and retail pricing is 499 dollars. Therefore, the profit margin is 28 dollars as the gap between total bill of material cost and manufacturing cost. Next, to make PlayStation4, the profit margin is 18 dollars as the gap between total bill of material cost and manufacturing cost. Both of the profit margin is a little. So, it seems that the companies of both products get profit from not the main body device but video game software. Video game software of both devices costs about 50 dollars, so this price is relatively high compared to other video game software. For example, the game software of 3DS is about 70 dollars, so it is relatively expensive. Moreover, the video game software of both products has the contents providing more vivid pictures by the screens, and each controller enable the contents to provide dynamic presence, so the they have especially good quality. However, the price of Xbox is more expensive than one of PlayStation4 by even 100 dollars. So, what is the differential advantage of Xbox to compete with PlayStation4 in the market? We found it important that Kinect plays an important role to sell Xbox more.