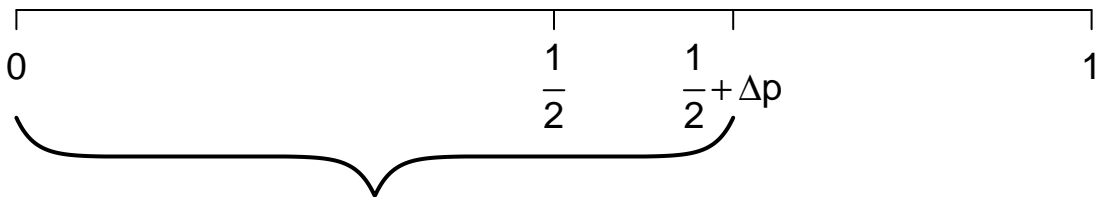When $\Delta p = p_2 - p_1 > 0$

Demand for Pixels

$$Q_2(p_1, p_2) = \frac{1}{2} - \Delta p$$

0     $\frac{1}{2}$ $\frac{1}{2} + \Delta p$ 1

Demand for iPhones

$$Q_1(p_1, p_2) = \frac{1}{2} + \Delta p$$