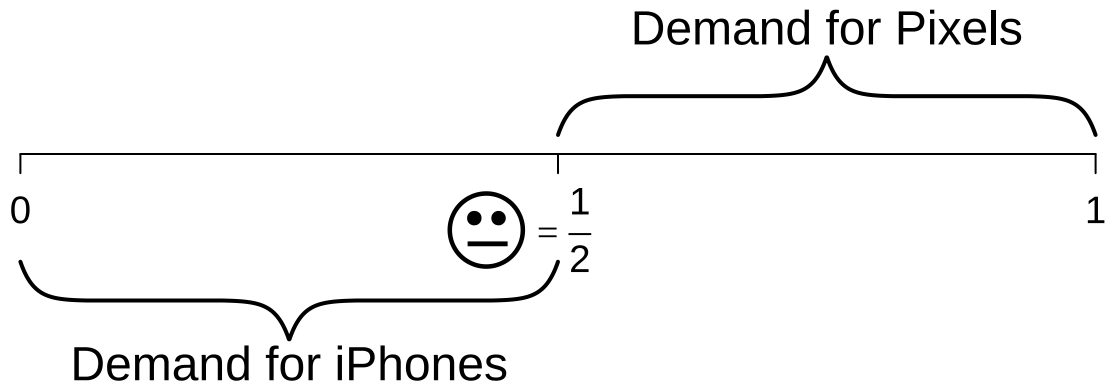When the prices of Pixels and iPhones are equal
$\Delta p = p_2 - p_1 = 0$

Demand for Pixels

0

$\odot = \dfrac{1}{2}$

1

Demand for iPhones

$\odot$ =indifferent consumer