

The Pixel 10A finally costs what it should

We can usually rely on Google to put together a compelling package in its Pixel A-series devices. The **Pixel 10A** was kind of a letdown, though. It added only a handful of updates, like satellite messaging and updated Gorilla Glass on the screen – but it still costs \$499, like the Pixel 9A. Kind of a bummer.

Enter Prime Day: The 10A is down to \$399 at Amazon, which feels much more fair. Getting essentially the 9A with the minor-est of iterative updates feels better when you're paying \$400 instead of \$500. And staying consistent with the 9A, the 10A also offer seven years of OS updates. That's a lot of years of not having to worry about buying another phone.

In fairness, the Pixel 10A is probably a victim of RAMageddon, and I suppose we're lucky that it didn't get a price *increase* this year. And it hasn't been totally clear what kind of deals we'd see on phones in the midst of the memory crisis, even those that are consistently marked down, like the Pixel A-series. The Pixel 9A was marked down to \$400 for last summer's Prime Day, so the smaller discount this year might be a sign of the times. Still, it's hard to argue with the 10A at \$400 – unless you find a great deal on the 9A, that is.

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