

The Internet Explorer Tax

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Australian online CE retailer Kogan does not want customers to access its website with outdated internet browsers so much it just implemented **the world's first Internet Explorer 7 tax**.



That's right, anyone who makes a purchase while using IE7 pays a 6.8% surcharge (0.1% for each month the browser has been on the market).

Anyone who visits the Kogan website through IE7 also gets a message saying "you or your system administrator has been in a coma for over 5 years."

Why? Web designers don't like IE7 too much, since it is the least standards-compliant of all current browsers, thus demanding separate testing and design changes to make sites appear correctly on all browsers. Kogan believes such "huge" costs are not only unacceptable, and demands customers should download a more up-to-date browser.

"This will help us increase our efficiency, help keep prices for all smart shoppers down, and hopefully help eradicate the world of the pain in the rear that is IE7!" Kogan concludes.

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