

# GPT-5.6 Luna: 80% Price Cut Puts Budget AI Ahead of Gemini Flash

## MANAGEMENT SUMMARY & CORE TAKEAWAY

OpenAI cut GPT-5.6 Luna's price by 80% on 30 July 2026, to \$0.20 per million input tokens. Luna now undercuts Gemini Flash-Lite and scores 51.2 in the Artificial Analysis Intelligence Index, ahead of Gemini 3.6 Flash — a sign that powerful AI is now dramatically more affordable for Swiss SMEs.

## CONTEXT & EXECUTIVE RELEVANCE

On 30 July 2026 — just three weeks after the launch of GPT-5.6 on 9 July — OpenAI cut pricing for its entry-level model Luna by 80%: input tokens dropped from \$1.00 to \$0.20 per million, and output tokens from \$6.00 to \$1.20 per million. The mid-tier model Terra also became cheaper, though more moderately, falling 20% to \$2.00/\$12.00 per million tokens (previously \$2.50/\$15.00). The flagship model Sol remains unchanged at \$5.00/\$30.00.

This price cut is more than a tactical discount. It shifts the question procurement and IT leaders ask from 'which model is the most capable?' to 'which model delivers the most intelligence per dollar spent?' Organisations that haven't yet built this calculation into their AI strategy are leaving budget on the table.

## CORE ACTION ITEMS

- 01 GPT-5.6 Luna: \$0.20 / \$1.20 per million tokens, Intelligence Index 51.2
- 02 Gemini 3.5 Flash-Lite: \$0.25 / \$1.50 per million tokens — more expensive than Luna
- 03 Gemini 3.6 Flash: \$1.50 / \$7.50 per million tokens, Intelligence Index 50.2 — weaker than Luna despite a far higher price
- 04 DeepSeek V4 Flash: \$0.14 / \$0.28 per million tokens — cheaper on raw token price, but with a noticeable performance gap

## SWISS COMPLIANCE &amp; ARCHITECTURE GUIDELINES

- ☑ Full compliance with revised Swiss Data Protection Act (revDSG).
- ☑ Zero vendor lock-in on closed proprietary models.
- ☑ Seamless integration into Abacus, Bexio and M365 ecosystems.

## Non-Binding Process Analysis

Let us review in 20 minutes where AI agents create immediate measurable efficiency in your workflows.

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