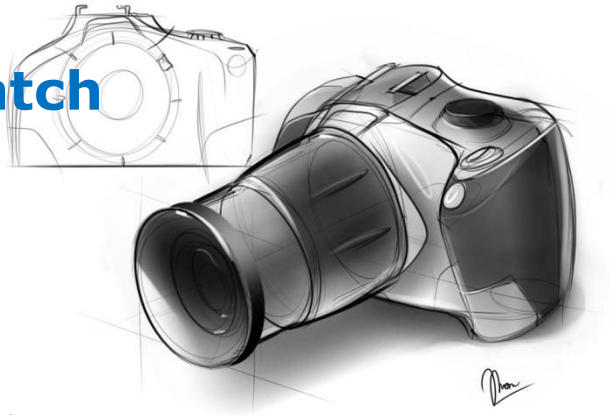# Advanced Level
Design from Scratch

WARM UPS
1. Do you like inventions?
2. Do you know any inventor? Who?
3. What's your favorite invention and why?
4. If you can invent something, what will it be and why?
5. What about recycling, do you know it? Do you think it's almost like invention, too? Why?

B: It combines ease and efficiency. By placing this control here, next to the seat, we help the operator conserve energy and focus his attention on quality control. See this slides? This feature is a first in the industry and we're confident that we're setting a new standard for others to follow.

A: Has the new design significantly affected the price?

B: That's the beauty of it! We're so confident that this model will take off that we're willing to absorb some short-term losses so that we can offer it at the same low price as last year's model.

A: Quite impressive! I'll show this specs to our acquisition department and let you know their verdict.

VOCABULARY
Match column A with column B.

A	B
1. futuristic(adj.)	a) pivot/traverse
2. advantages(n)	b) innovative/revolutionary
3. ease(n)	c) effectiveness
4. efficiency(n)	d) save
5. conserve(v)	e) edge
6. focus(v)	f) comfort
7. swivel(v)	g) concentrate
8. headrest(n)	h) ideal
9. industry(n)	i) support for the head

From scratch	completely original
Modifications	changes; adaptations
To revolutionize	to change something in a major way
The beauty of it	something very good about a situation
Will take off	will be successful
Specs (specifications)	features of a product
Verdict	decision