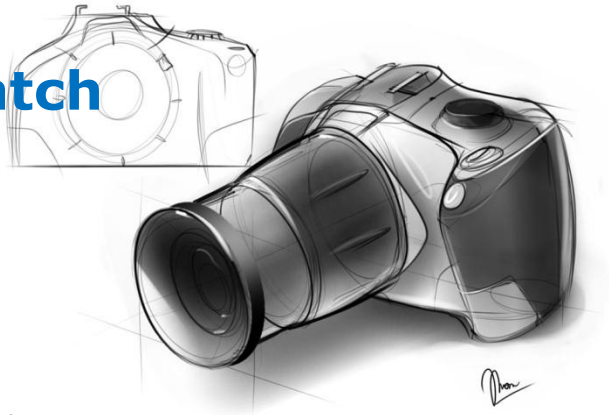


Advanced Level

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?

READING / LISTENING

Note the underlined phrases; they're called business idioms.

A: I've never seen this model before, is this a new design?

B: Our engineering team came up with this design from scratch. With the modifications we've made from last year's model, we hope to revolutionize use this item.

A: It certainly looks futuristic! But what are the advantages to the operator?

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

1. futuristic(adj.)
2. advantages(n)
3. ease(n)
4. efficiency(n)
5. conserve(v)
6. focus(v)
7. swivel(v)
8. headrest(n)
9. industry(n)
10. standard(n)
11. significantly(adv.)
12. losses(n)
13. acquisition(n)

B

- a) pivot/traverse
- b) innovative/revolutionary
- c) effectiveness
- d) save
- e) edge
- f) comfort
- g) concentrate
- h) ideal
- i) support for the head
- j) business
- k) acquirement
- l) losing (in monetary unit)
- m) importantly

Business Idioms	Meaning
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