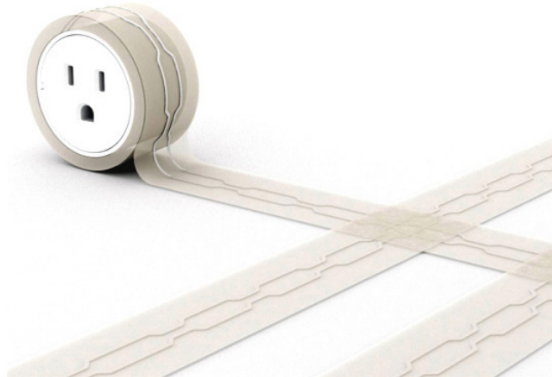


Which expressions mean probable or improbable? Which words mean real or fake?

It's only <u>a matter of time</u> until that happens.	If that's true, I'll eat <u>my hat</u> .	He'll get fired next week in <u>all likelihood</u> .
It seems a bit <u>pie in the sky</u> to me, to be honest	I'm not %100 sure, but it's <u>a safe bet</u>	It'd be nice, sure, but <u>don't hold your breath</u> .
Oh, I'll be at the party <u>without a doubt</u> .	It's <u>a long shot</u> , but it could still happen!	That'll happen <u>when pigs fly</u> .
It'll be <u>a cold day in hell</u> the day I wear that sweater.	" <u>One way or another</u> , I'm gonna find ya, I'm gonna get ya get ya" - Blondie	<u>Chances are</u> we'll have <u>driverless taxis sooner rather than later</u>
phony	sensible	outlandish
plausible	preposterous	tenable

## SAFETYKORDD



Haven't you had enough of tripping over cables? The use of a unique alloy and state-of-the-art manufacturing techniques, Safety-kordd is able to flatten the otherwise bulky cords that litter most modern households. This product will revolutionize contemporary architecture, making it both cheaper and easier to design a room with flexible electrical arrangements. Product only available in Norway due to patent issues.

## THE Y-BRUSH



If brushing your teeth for two minutes sounds like too much work, the Y-Brush from the French firm FasTeesH promises to clean all your teeth in only 10 seconds. Looking like a mouthguard hooked up to a box, it is packed with bristles and vibrates to clean all your teeth at the same time. Chew on it with your top teeth for five seconds, flip it over and repeat for your bottom teeth. Pre-order now!

## MOBILE KLEAN



Mobile Klean is your portable line of defense against sickness. Unlike disinfectant cleaning wipes, Mobile Klean is safe for use on everything from your eyeglasses and electronics to your cutting board and cutlery. The folding compact design makes it easy to store in your purse, backpack, jacket pocket or carry-on luggage. UV-C light is germicidal - i.e., it deactivates the DNA of bacteria, viruses and other pathogens and thus destroys their ability to multiply and cause disease.

## NU-HOME STERILIZER



This product will mean a lot to parents worried about the chemicals their children are subjected to on a daily basis. It's patented technology uses electrolysis to single out and eliminate harmful bacteria in everything from fruits, veggies, and kitchen appliances as well as baby bottles and chew toys all without harmful chemical detergents. If you're serious about the health of your loved ones, this product is for you.

## MIITO INDUCTION KETTLE



It's a huge waste of energy to heat more water than you need for your coffee or tea. Unfortunately most kettles weren't designed for single servings. The Miito Induction Kettle *is*. It uses induction technology to heat only the water you need by letting you place the heating rod in your vessel of choice, then place the whole thing on the base and let it boil. It also lets you heat other liquids like soup and sauce, making it a useful addition to any kitchen.

## EMBER TRAVEL MUG



The Ember travel mug lets you set your perfect drinking temperature through the Ember app. It extracts heat from the coffee and stores it in the PCM (Phase Changer Material). In this case, the material starts out in a waxy form and liquifies as it absorbs heat. This cools the coffee down to the desired temperature, but in the process the PCM becomes a heat storage "battery". Finally, a smart mug that can keep up with your busy lifestyle.

## Which product is real? Which is fake?

### TELLSPEC



TellSpec was invented and released for those who want to quickly and accurately know the composition of a dish, snack, or candy. It scans the products, then sends a list of ingredients and information about the nutritional value to a special phone application. Now you don't need to worry about the safety or contents of the products you eat.

### CHARMIN ROLLBOT



It's an age-old problem that finally has a solution. Sitting on the throne and realizing too late that awful feeling that nobody has replaced the toilet paper. Fret not! Charmin has introduced a robot that will bring you toilet paper when you are ...indisposed. The Charmin Rollbot will also keep you company when you may need it most.



# Make your own wacky product to solve one of these problems...

**Dropping a biscuit into your drink**

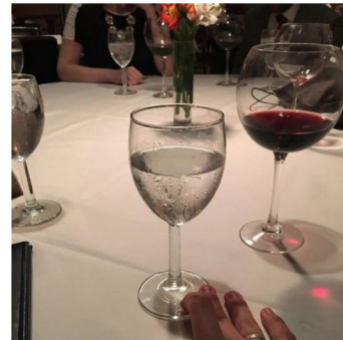


Flickr/Fmckinlay

**Butter not spreading on bread properly**



**Cold glass being wet on the outside**



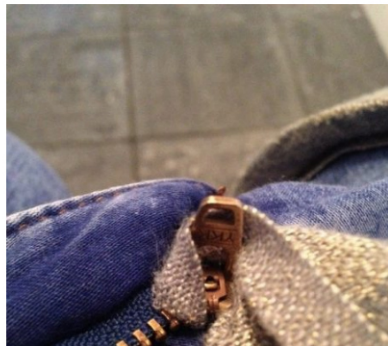
**Not being able to get your hand down the tube**



**Shutting the lid on toothpaste when it was still coming out**



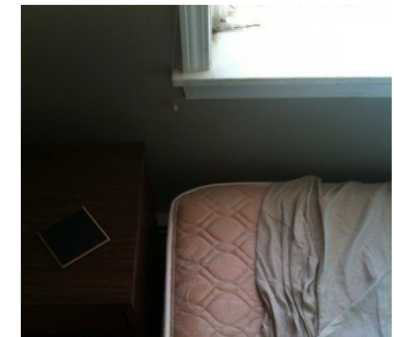
**Clothes getting caught on zipper**



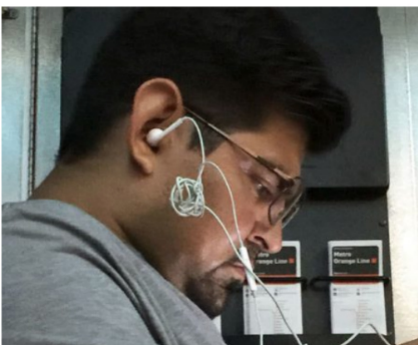
**Ice cream melting over your hands**



**Bed sheet coming off mattress**



**Tangled earphones**



**Dropping your spoon in your soup**



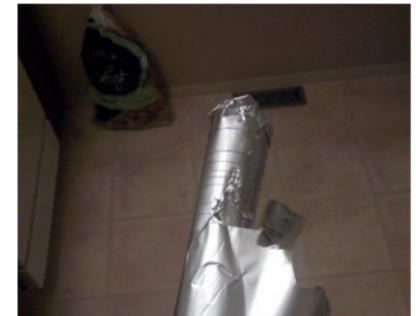
imaur

**When you need to get a bug out of the house**



NedHardy

**When foil doesn't come off the roll in one piece**



## Your wacky product

Product name: \_\_\_\_\_

What does it do? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

How does it work? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Marketing strategy: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Slogan: \_\_\_\_\_

Price: \_\_\_\_\_