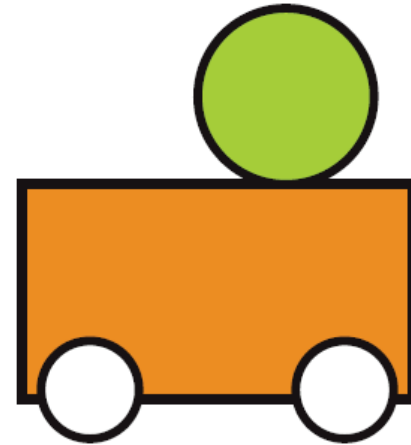


ADD TO EXISTING PRODUCT

4

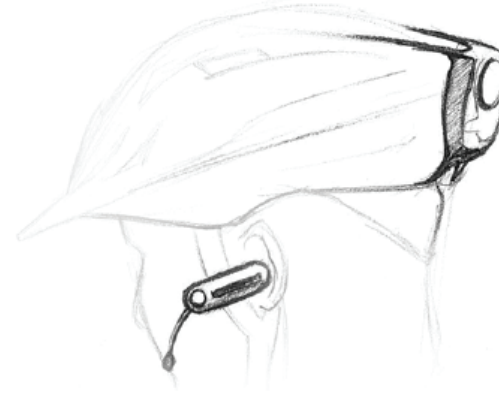


Use an existing item as part of the product's function. Consider physically attaching components, creating a system, or defining relationships between objects. This can reduce material and cost, or improve efficiency.

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ADD TO EXISTING PRODUCT

4



BIKEBUG

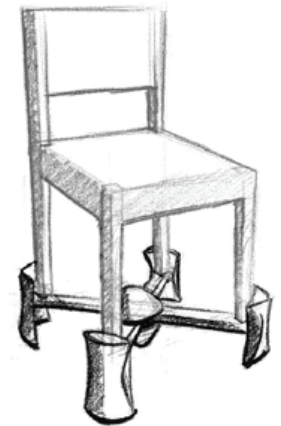
Design Continuum

This walkie-talkie device clips on to a biker's helmet, and allows safe and comfortable communication while riding.

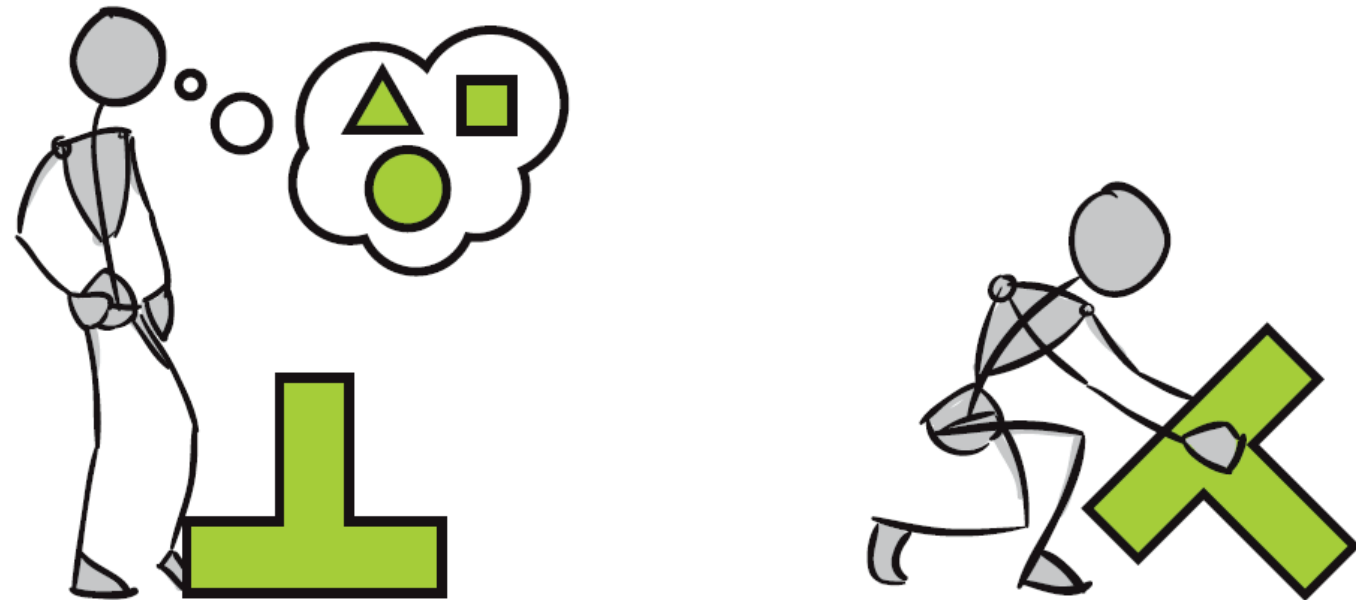
KABOOST

Kaboost Corp.

This product attaches to any dining chair to turn it into a high chair for children. Using spring-loaded arms, it can securely hold any size chair.



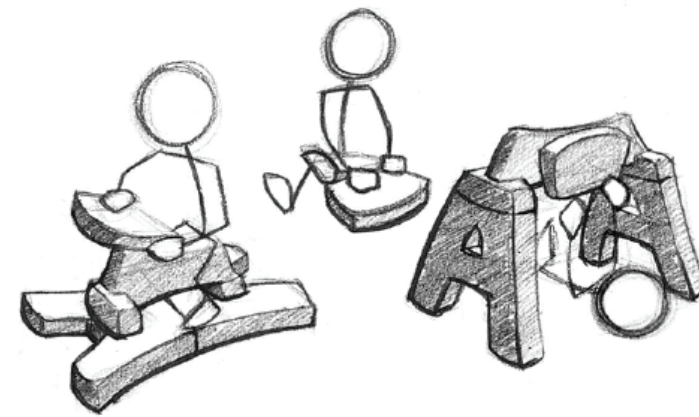
ALLOW USER TO REORIENT 11



Allow the user to flip the whole product or its parts vertically or horizontally. This can create different orientations that can perform different functions.

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ALLOW USER TO REORIENT 11



3 IN 1

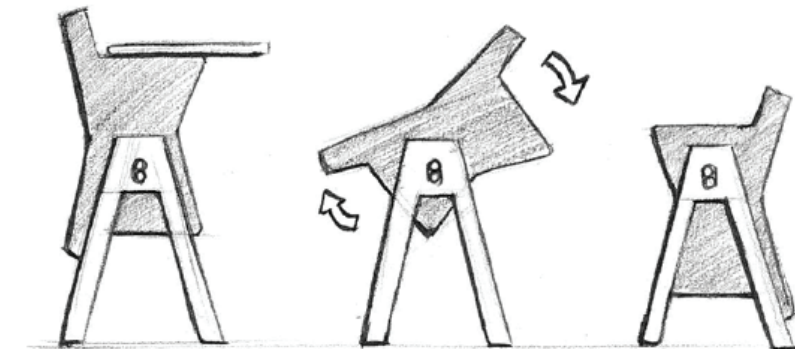
Fisher-Price

This infant activity gym converts to a toddler keyboard by flipping 90 degrees.

HI LO KIDS CHAIR

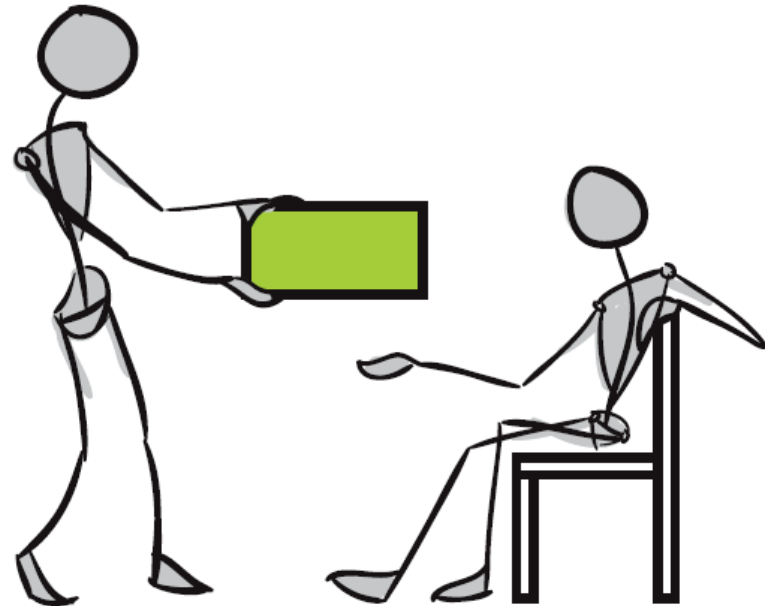
Age Design

This product provides three seating options. By turning the chair seat upside down, a baby seat becomes a toddler seat, or at an angle, a recliner.



CREATE SERVICE

28

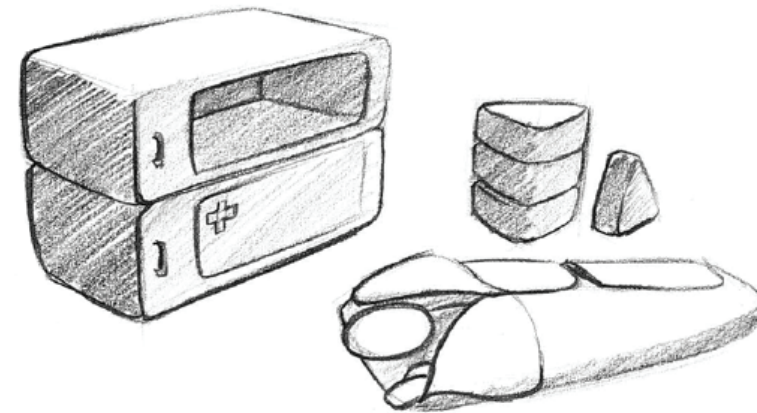


Develop a service related to the product by defining interaction between the user and a service provider. This can improve user experience, or make the product easier to acquire, install, or use.

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CREATE SERVICE

28



COCOON

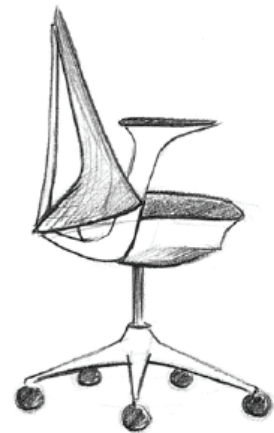
NewDealDesign

These disaster relief shelters can be air-dropped to quickly provide support to victims before full-scale service is available.

SAYL

Yves Behar

This chair comes with a 12 year warranty. If broken, a certified repairman will repair the chair on-site, free of charge.



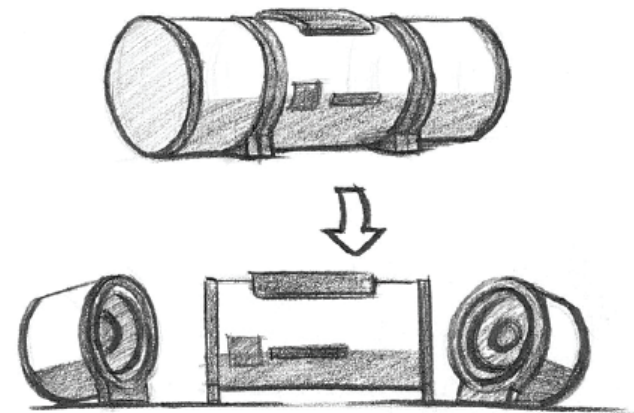
MAKE COMPONENTS ATTACHABLE/DETACHABLE 42



Separate parts of a product, and develop ways these parts can be joined and separated, such as with fasteners or interlocking pieces. This can provide product flexibility and make the product easy to clean, carry, and repair.

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MAKE COMPONENTS ATTACHABLE/DETACHABLE 42



BOOM TUBE

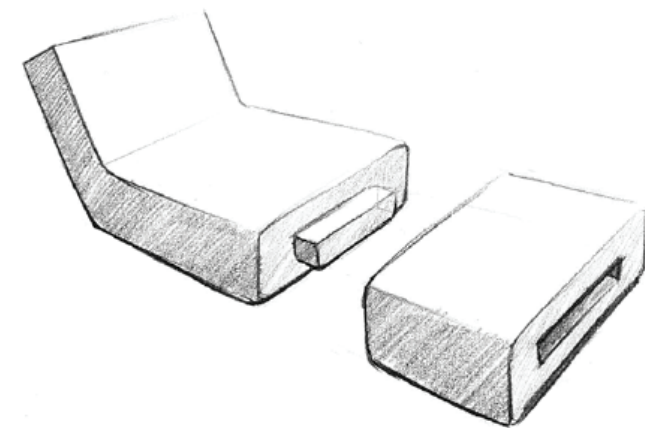
Astro Studios

This base has two speakers that can be attached or separated.

SEX-FICTION

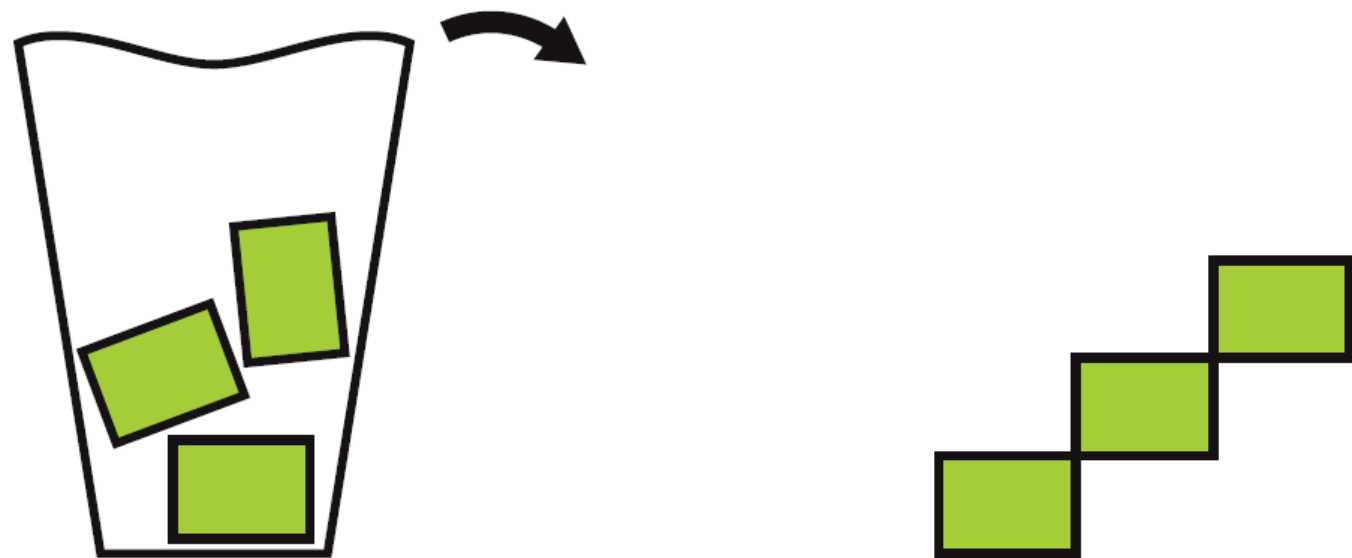
Diego Fortunato and Gabriel Fontanilo

This lounge chair uses male and female connectors to attach individual pieces.



USE REPURPOSED OR RECYCLED MATERIALS

74

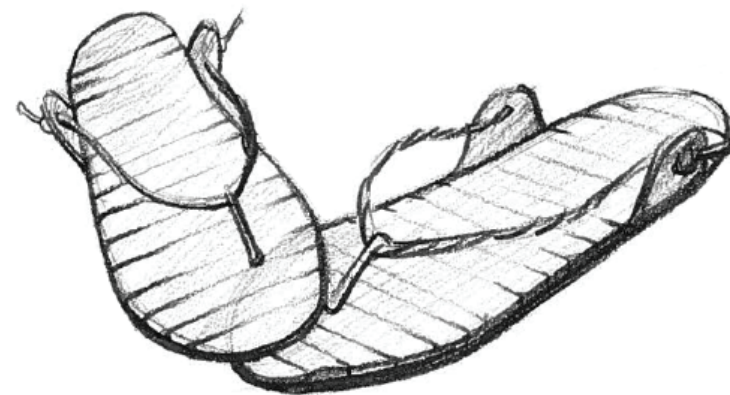


Explore the use of materials repurposed for different functions; for example, converting waste materials into usable components. This can decrease manufacturing costs, reduce use of natural resources, and increase consumer awareness about waste.

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USE REPURPOSED OR RECYCLED MATERIALS

74



SOLEMATES

Satish and Falguni Gokhale

This disposable footwear is made from recycled newsprint.

DROPS

Camilla Hounsel Halvorsen

This chair is made out of a repurposed inner tube wrapped with scrap upholstery fabric.

