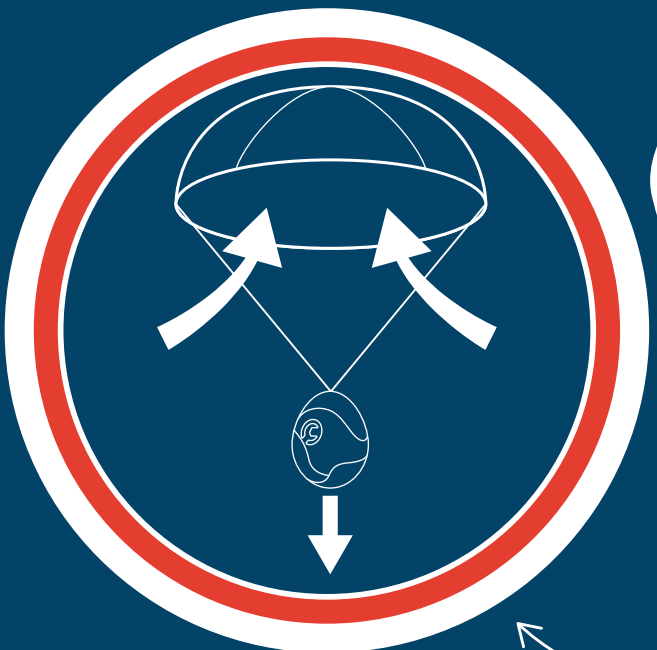




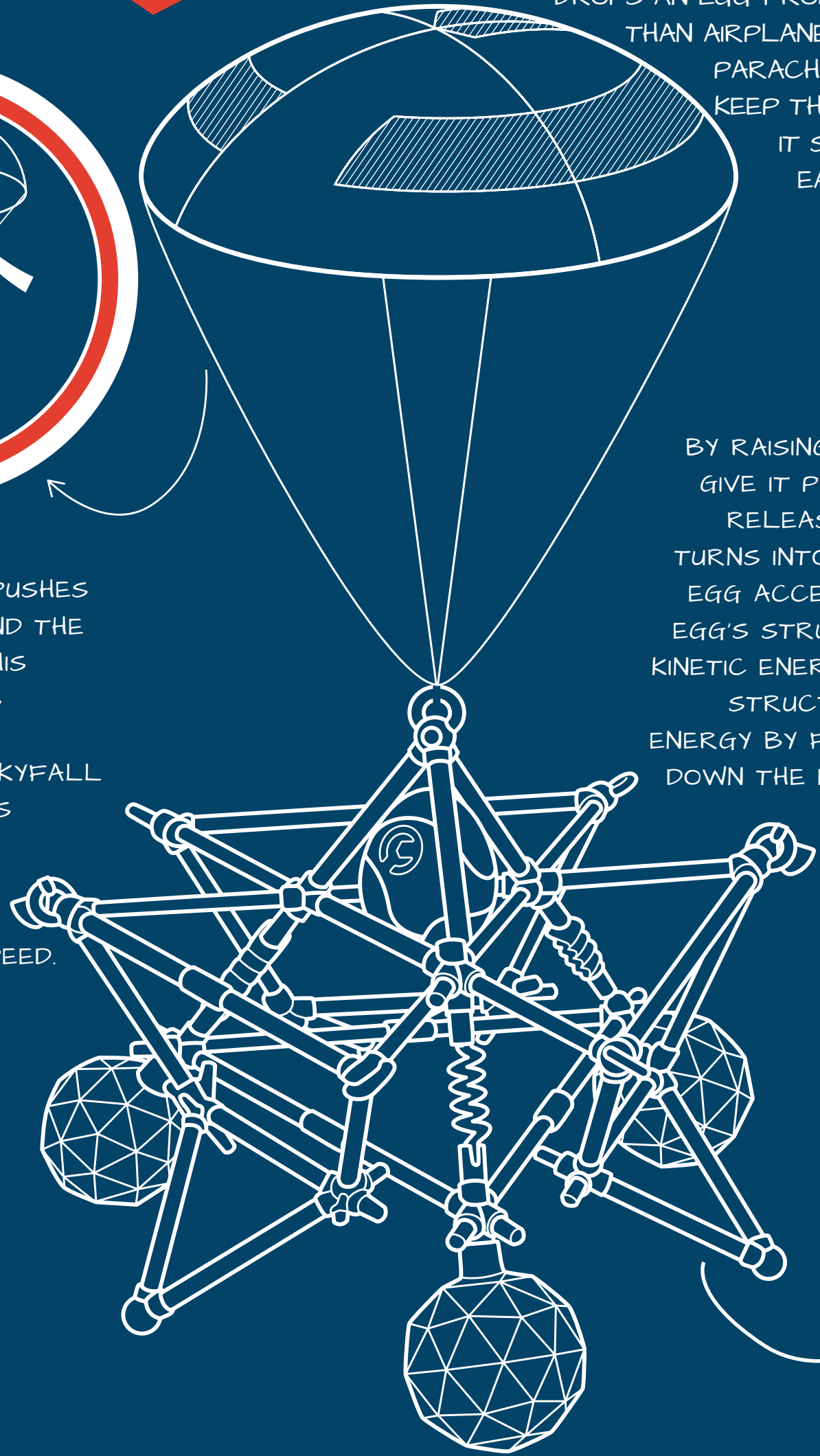
EGG DROP FROM SPACE

IN MARK'S "EGG DROP FROM SPACE" VIDEO, THE TEAM DROPS AN EGG FROM THE EDGE OF SPACE (2.5X HIGHER THAN AIRPLANES FLY). ARMED WITH AIRBAGS, PARACHUTES, AND A HEATER TO KEEP THE EGG FROM FREEZING, IT SAFELY LANDED ON EARTH UNCRACKED!



DRAG

A FALLING OBJECT PUSHES THROUGH THE AIR, AND THE AIR PUSHES BACK! THIS PUSH-BACK FORCE IS CALLED DRAG. THE PARACHUTE IN THE SKYFALL EGG DROP INCREASES DRAG BY CATCHING MORE AIR, SLOWING THE FALL AND REDUCING IMPACT SPEED.



BRACE FOR IMPACT

BY RAISING YOUR EGG OFF THE GROUND, YOU GIVE IT POTENTIAL (STORED) ENERGY. WHEN RELEASED, ALL THAT POTENTIAL ENERGY TURNS INTO KINETIC (MOVING) ENERGY AS THE EGG ACCELERATES DOWNWARDS. WHEN THE EGG'S STRUCTURE HITS THE GROUND, ALL ITS KINETIC ENERGY HAS TO GO SOMEWHERE! GOOD STRUCTURE DESIGNS WILL ABSORB THAT ENERGY BY FLEXING AND BENDING. THIS SLOWS DOWN THE EGG GRADUALLY AND PREVENTS IT FROM CRACKING.

