In your article today in which you discuss Mr. Migikovsky's invention, you say in part, "With several thousand pre-orders in hand..."

What the heck are pre-orders? An order is necessarily "pre!" If you had said, "With several thousand orders in hand..." we all would have understood what you meant.

Please don't start writing in the low street vernacular, using dumb prefixes which don't mean anything. It insults your readers.