

LEGO CREATOR™ Harry Potter

Virtual LEGO® construction takes on a magical twist

Formats: PC CD-ROM
Release: October 2001
Category: LEGO Constructive
Genre: Virtual construction
Ages: Kids 8 and up
LEGO Theme: LEGO® Harry Potter
Price: PC CD-ROM (\$29.95 USD, ~~\$39.99~~ CN)
Developers: Superscape plc (www.superscape.com)

LONDON, England, May 2001: LEGO Media, the division of the LEGO Company that publishes new media products for children ages two to 16, and Warner Bros. Consumer Products announce a partnership to publish two children's software titles based on the magical world of the Harry Potter. The software titles will be part of the LEGO Company's best-selling LEGO Creator™ series of CD-ROM software titles, which has won numerous international awards since the first title was launched in 1998.

"The magical world of Harry Potter is interwoven with fantasy and creativity - precisely the values we at the LEGO Company believe in - and we are extremely happy to be working with Warner Bros. Consumer Products on this property," says Mark Livingstone, managing director of LEGO Media. "Whether through our construction toys or these interactive games, we are committed to capturing the excitement and wonder found in the Harry Potter books and bring it to play time."

The LEGO Creator series of CD-ROM titles essentially provides a virtual toy box of LEGO® elements - often based on a specific LEGO product line or theme - with which kids can build and play in an interactive environment. Research shows that LEGO Creator software titles help to inspire reciprocal play with real LEGO bricks, allowing children to play in an imaginary world both on- and off-screen.

"Having two associated play ranges - one physical and one virtual - supports our license even further, allowing kids to explore the Harry Potter world and recreate the stories they love. We're also encouraging kids to build on their knowledge of Harry Potter and enabling their role play not only to re-enact but also to create new scenarios," Livingstone continues.

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The first LEGO Creator Harry Potter software title, based on *Harry Potter and the Sorcerer's Stone*, the first book in the award-winning J. K. Rowling series, is due for release this fall. The game marks the first licensed title in the LEGO Creator series, and will feature all-new elements based on the LEGO Harry Potter line of play materials, in addition to the range of classic LEGO bricks. LEGO Creator Harry Potter also will feature an improved user-interface with a Harry Potter theme.

LEGO Creator Harry Potter marks the first time kids can construct and play with 3-D interiors in a virtual LEGO world. Players can build furniture from LEGO bricks to place in the various rooms of their virtual Hogwarts Castle. Kids also will be able to design and build their own train track for the Hogwarts Express to follow! 12 optional challenges add to the interactive play value, and kids also can download new LEGO bricks and virtual models from www.LEGO.com. The title will also include new printer functions, including the generation of building instructions, so that kids can build their virtual models using real LEGO bricks.

LEGO Creator Harry Potter places strong emphasis on characters. A new 3-D character designer allows kids to build their own mini-figure pupils and then click on the virtual Sorting Hat to place them in the appropriate houses of Hogwarts. Improved character behaviour affects how Hogwarts pupils interact with one another. For example, a virtual Slytherin mini-figure may react differently to a Gryffindor pupil than he does to a Ravenclaw student. !

Details about LEGO Media's second Harry Potter software title are not yet available.

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Superscape was founded in 1983 and has always focused on cutting edge 3D computer technology. Since 1991 it has developed professional VR authoring tools. Corporate clients include Nortel, Canon, BT and Intel. Superscape invested heavily in developing the first 3D authoring tools for the World Wide Web and there are now over 500 web-sites using Superscape's system.

LEGO Media was established in 1996 and has its worldwide headquarters near London. LEGO Media is responsible for the development, publishing and marketing of media products for children between the ages of two and 16. As part of the LEGO Group, LEGO Media has access to unique brand recognition as well as strong marketing and distribution power in the children's market. The Company is led by a strong senior management team of talented interactive media industry professionals and experienced managers from the LEGO Group. For more information, please visit www.LEGO.com/software.

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