Learning Range

Two products are presently in development for the Fall of 2000 release:
1) Preschool for Ages 2 to 4. Working Title: Preschool Inventures
2) Kindergarten for Ages 3 to 6. Working Title: Kindergarten Inventures
INVENTURES is a Multi-Intelligence, Multi-Subject product line using Duplo in a Play to Learn to Teach approach. Invent your own learning experience by selecting specific locations, characters and props. Then explore fun activities with math, language, art and music. There are three levels of age appropriate learning fun.

Play to Learn to Teach

Choose from 6 intelligence types for your learning buddy in one of four subjects. Then, with the knowledge you gain, you teach your Duplo min-fig. pals what you've learned to get a fun Duplo reward.

Learning research indicates that 85% of the information we retain is the information that we teach to others and effective learning happens when it's fun. This is the mission of the Inventure Series.

2001

The first concept approach suggested is to produce a continuation
of the Inventure Line with 2 to 3 new age appropriate products
which utilize the same engine, style and developers.

1) **Baby Inventure**: A "lapware" product with mouse-less play for free form discovery in a Duplo playground theme. Color, shapes, motion and sound to delight the curious baby scholar in a unique LEGO Duplo way.
    Earn your first DUPLOma.
2) **Toddler Inventures**: 18 months to 2 years
With the Inventure's approach, provide a continuation of the baby product with exposure to the names of things and the ability to manipulate and move objects around in a Duplo world.
3) **First Grade Inventures:** Ages 6 to 7 years
A higher level, grade one curriculum based product in the spirit of the Inventure's Play to Learn to Teach design using LEGO themes.

In the 0 to 5 Learning range, early focus testing showed that the primary consumer would purchase diverse, multi-subject products with a 50:50 curriculum learning to fun preference ratio. The next purchase made was equally divided between single-subject, character-based fun and role playing, critical thinking and creativity products. More fun is now preferred as the second purchase.

Following are the suggested products.

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4) KID POWER

Ages 3 to 5 years
PC and PSX

The Duplo Kid-Power play materials plus additional min-figs. in a customizable Duplo World provides role-playing in a Duplo neighborhood that you help to build and customize.

Become a policeman, an astronaut, a doctor, a homemaker, a mechanic, a pilot, a cat or even a dog to solve challenges and missions in curriculum based adventures. For example: The astronaut must fly through space to the 3rd star to the right to rescue a lost cat in space.

5) DUPLO "WHAT-IF" SERIES

Ages: K to 1
PC

A Duplo and beyond world of cause and effect, critical thinking and just plan wacky inventive fun using attribute specific bricks.

- Play with floating bricks, sticky bricks, bouncy bricks, wet and even smelly bricks, ice cream bricks, bricks that rust when wet, water bricks, etc.
- Discover and learn with the Duplo-Kids, kindergarten-appropriate scientific principles.
- Assign sound and dialogue to different characters. The cow clucks like a chicken, the dog says "how are you?"
- Could this be fun or what?

6) ONCE UPON A DUPLO
Ages K
PC
Have fun discovering the meaning of words in a story-based adventure that you create.

Find and place word bricks to complete activities and advance the story. Choose an appropriate word brick and watch the screen come alive. For example, when you come to a river, do you use a verb like: swim, jump, run or sleep OR do you select a noun like: bridge, boat, pizza or elephant?

This would be great inventive fun storytelling while learning vocabulary and spelling. Series is expandable to Once Upon A LEGO.

7) DUPLO WORLD NEIGHBORS
Ages: K
PC
Child Development research indicates that preschool children are actively acquiring language and are more than capable to enthusiastically learn additional languages. Examples are Jumpstart Spanish and Babywow among others. Dr. Robert C. Titzer, Ph.D. of the Infant Learning Company has successfully taught languages to children under the age of one year!

DUPLO WORLD NEIGHBORS would be an easy to use Kindergarten level language learning program that teaches basic greetings, counting, simple vocabulary in several different languages.

Visit Duplo countries around the globe and see how kids your age play, sing and live.

8) DUPLO U.S.
Just an idea but like DUPLO WORLD NEIGHBORS, this program would present U.S. geography, weather and regional differences in the states. Plus on on-line link to kids in different states. This line could be expanded to include countries around the world.

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9) Single Subjects for Preschool and for Kindergarten
Using the Inventures technology, techniques and talents explore single subject like math or science in greater detail and specialization than the multi-subject Inventure series.

Smart Toys is an inevitable market trend that begs to be explored by us. It requires an investigation into feasibility and finances, however with that in mind, I'm suggesting the following:

10)   SMART BRICKS
MIT Media Labs is developing sensor-sensitive bricks which, when placed in different positions on the building base, will create different on-screen results

11)   HEY! THAT'S ME!
Eplanet (see web site: www.eplanet.com) has wonderful technology that "transports the user into an onscreen world through the use of a inexpensive tethered camera. It has the unique capability to composite a person directly onscreen and in the action where they can interact with characters" in a Duplo or LEGO world

12)   MAGIX SERIES
PatternMagix, AniMagix, EcoMagix, MediMagix
C/O Robert Rassmussen of LEGO DACTA, Edith Ackerman of MIT and
Carol Strohecker of Mitsubishi
Existing prototype exists that " ...supports playful exploration of patterns and dynamic systems, which are basic to mathematical and scientific learning using age-old aesthetics and intrigue of tiling patterns to engage children in the world of geometric symmetries. AniMagix builds on time honored combinatorial puzzles."
The above folks listed are eager to present their prototype to Senior Management and someone with the authority to discuss collaborative efforts.

13)   MY COMPUTER
A co-op development concept for Ages K to 1
with Microsoft or other major software developers to create an introduction to the use of the computer from A to Z using windows, surfing and creating online.