
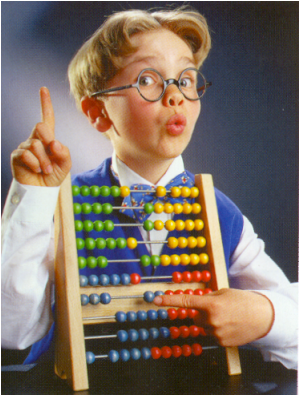


GATE 1
SUBMISSIONS

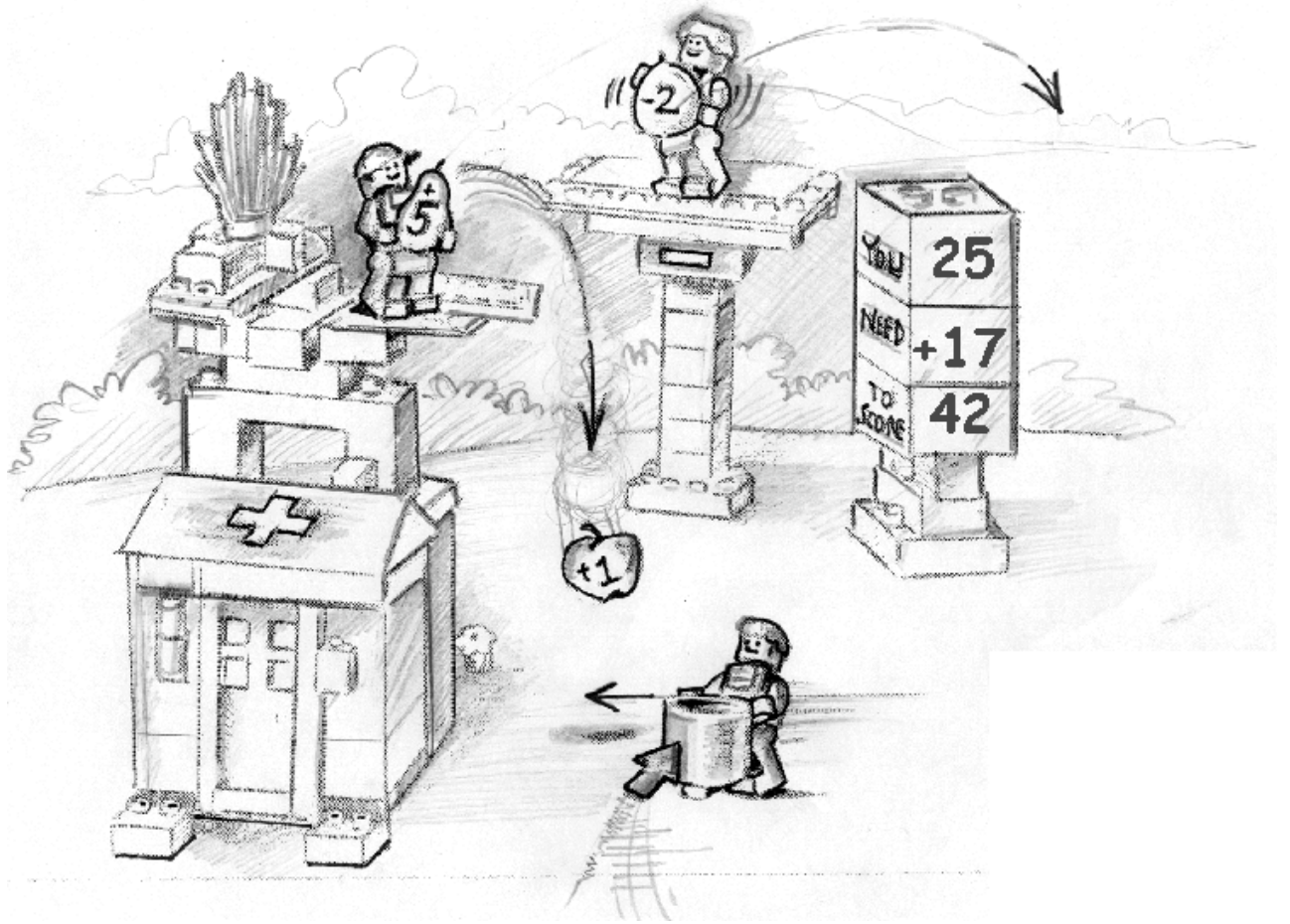
LEARNING RANGE 2001

WORKING TITLES	Based on The Learning Series 2000: Single Subjects 1) KINDERGARTEN MATH SCHOLAR 2) KINDERGARTEN SCIENCE SCHOLAR
REFERENCE #	LNG003PC01 LNG004PC01
PROJECT TYPE	INTERNAL
<p>DESCRIPTION</p>  	<p>A specialized continuation of the Learning Series presently in development for the year 2000, concentrating now on single subjects rather than multi-subjects while utilizing the same engine, characters, developers, talent and unique LEGO Learning approach of multi-intelligence Play to Learn to Teach. Invent your own learning experience by selecting specific locations, characters and props. Then explore fun activities.</p> <p>In product #1: MATH Focuses on addition, subtraction, multiplication and division</p> <p>In product #2: SCIENCE Focuses on Meteorology (Weather), Physics (Telling Time and Distance), Natural Sciences (Botany), Earth Sciences (Land, Sea, Air).</p> <p>The goal of these products is to provide kid-centric exposure to developmentally appropriate curriculum to enhance a natural interest in learning through play. What's new and distinguishing about these products are their CONCEPTS: Multi-intelligence exposure to various learning styles with LEGO play values CONTENTS: Single subjects experienced through 6 intelligent learning styles. APPROACHES: Play to Learn to Teach</p> <p>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.</p>

	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 Learning Series.
FEATURES	<ul style="list-style-type: none"> • A multi-intelligence approach to single subject learning allowing the child to learn they way they are most comfortable with. Discover how your child learns best. • Age appropriate curriculum. Allowing the child to progress at his or her pace. The right learning activities at the right time. • Fun to play: Interact with personality driven characters in rich environments. Cooperative learning with the LEGO values of fun, play, learn and discover. • Click on objects and symbols to get deeper and deeper into subject, i.e. click on tree parts (natural sciences) and explore parts. Macrocosm to microcosm experiences. Building knowledge for school readiness. • Off-line/On-line activities presented and encouraged, I.e.: Trace leaves and objects in paint program to study • Runs on both PC and MAC
TARGET	Boys and girls age 4 to 6 and the parents of these gifted kindergarten scholars. The parents are the primary marketing target. The children are the primary users.
RANGE	Learning Range
USP	<ul style="list-style-type: none"> • LEGO values • Play to Learn to Teach • Multiple learning styles presented • In depth studies, at child's own pace and interest
ESP	Subject is presented in a kid-friendly way to discover the joy of learning. The ability to learn at the child's pace and the child's learning style. Not "Drill and Kill" but a product the child actually enjoys to use.
COMPETITION	As in the Inventures Series: Jump Start Series, Reader Rabbit Series Disney Learning: Pooh and others, Madeline Teaches Math Mario Teaches series, Humongous Series: Putt Putt, Blues Clues and others
PLATFORM	PC / CD ROM/ Windows 95/98 with Direct X, Pentium Processor 200Mhz, 32Mb, sound, mouse, keyboard
COMMENT	



Free form play area, as is in all LEGO Learning products, is Level One. It is a scrollable, hotspot rich environment where you explore, meet and greet the characters and select one of several activity locations to enter.

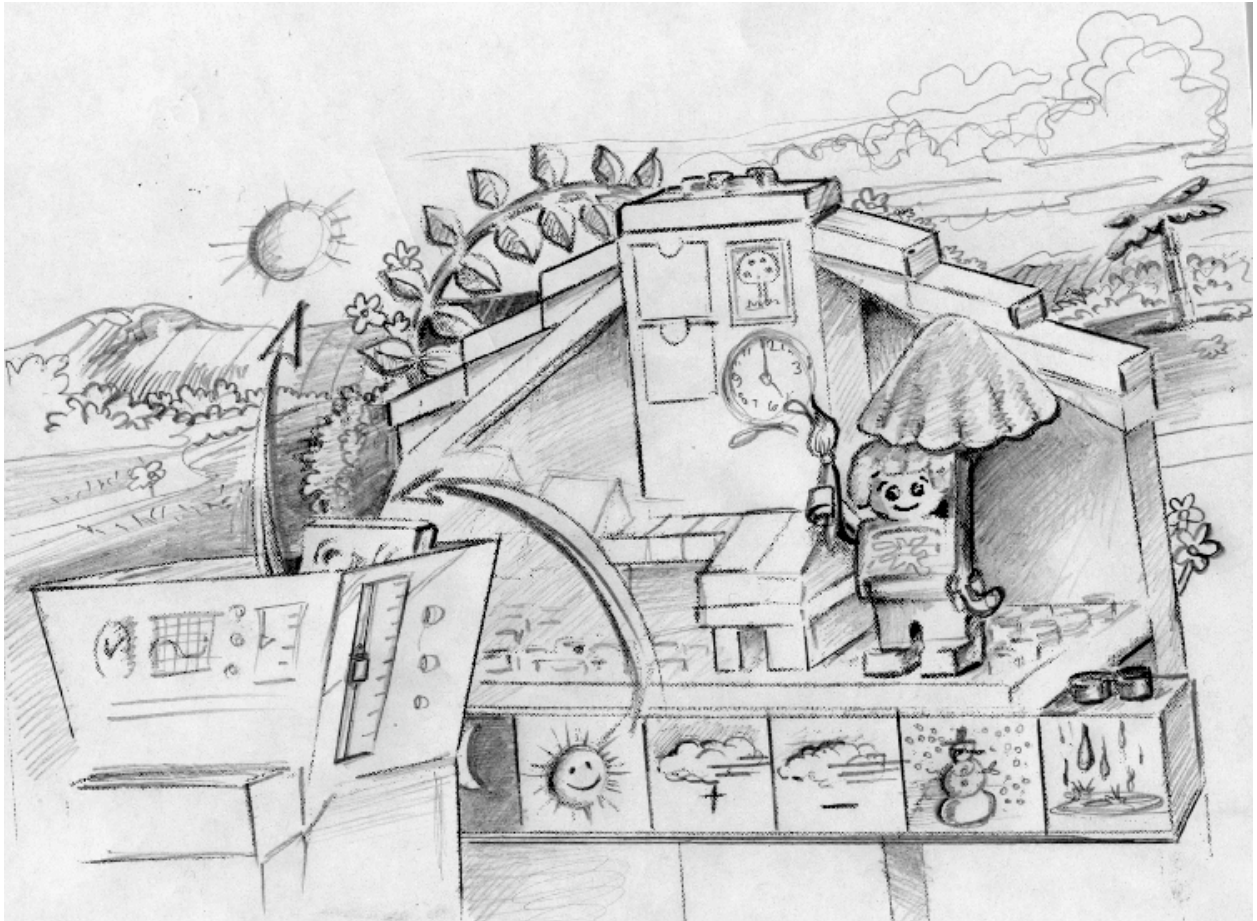


Kindergarten Math Scholar

Selecting one of the locations, in this case the Addition Building, will prompt an activity which is contingent on which character you have chosen. In the above example, I chose Jim Nasium who is the kinesthetic, athletic play pal. The activity indicated is one where you are to match the score by moving Jim around as positive and negative items are tossed.

In the example shown, you need to score 42. You've already scored 25 by catching positive numbers. You now need to catch 17 more points. If you go over, you'll need to catch the right number of negative numbers.

There are four locations and there are 6 learning styles to a given curriculum based activity which =s 24 activities.



Kindergarten Science Scholar

Selecting one of the locations, in this case the Weather Building, will prompt an activity which is contingent on which character you have chosen. In the above example, I chose Michelle Angelo who is the Artistic, spatial play pal. The activity indicated is one where you control and observe the weather. By selecting certain weather conditions like warm air or cool air, effects are triggered. Advanced levels allow you to control to what degree the warm air and cool air are used. There are four locations and there are 6 learning styles to a given curriculum based activity which =s 24 activities.



Rough thumbnail sketches of the main characters