



Our goal 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 the Learning Range is

THE CONCEPT: Multi-intelligence exposure with various learning styles.

THE CONTENT: Multi-subject experiences with 6 intelligences of learning.

THE APPROACH: Play to Learn to Teach with LEGO Values.

- Discover how your child learns best.
- The right learning activities at the right time.
- Cooperative Learning with LEGO Values.
- Building knowledge for school readiness.
- More giggles per byte.

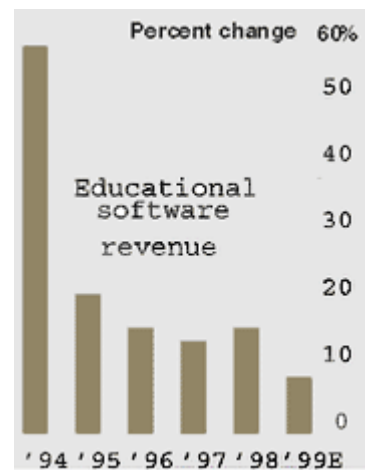
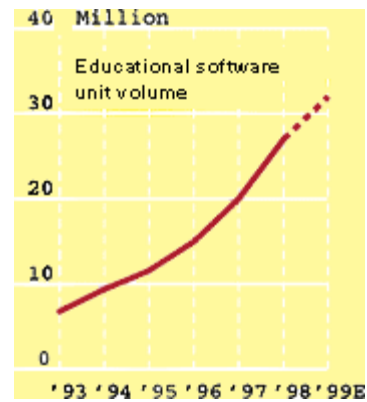
Choose from 6 intelligence types as your learning buddy in one of several subjects. Then, with the knowledge you gain, you teach your Duplo pals what you have learned by assisting them in their goals.

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

As the charts to the right show, the educational market is at a challenging and opportune junction. It is important not to mimic the competition. It is critical to provide new content, concept and approaches that is uniquely LEGO while providing parents with a product that exceeds their expectations and surpasses what the market presently offers. LEGO Learning does not duplicate the "Drill and Kill" curriculum products nor does it repeat the school experience but rather provides exposure to curriculum that will develop a life-long Love for learning. We are providing the building blocks of knowledge for children to manipulate and experiment with on their own terms.

We have expanded and built upon what LEGO Values mean to parents.

The inherent USP is that we are LEGO. Our products enhance the LEGO/DUPLO experience but does not duplicate it. By expanding the play boundaries and utilizing the computer's capacity to its fullest, they can provide an on screen experience that will take children even closer to where their imaginations want to go.



The following attached proposals are for the year 2001.

They are the consolidated results of cooperative brainstorming with Developers, Educators, Creatives, Our Learning Team and the CDG.

These are the eight finalists from several considerations and submissions. Although, it is recognized that on-line and smart toys are inevitable, many factors such as cost of goods and other risks and observations suggest that we let others pave the way as we learn by their mistakes. Further data in the educational market is required to maintain expected LEGO quality. Some new technologies are not LEGO ready.