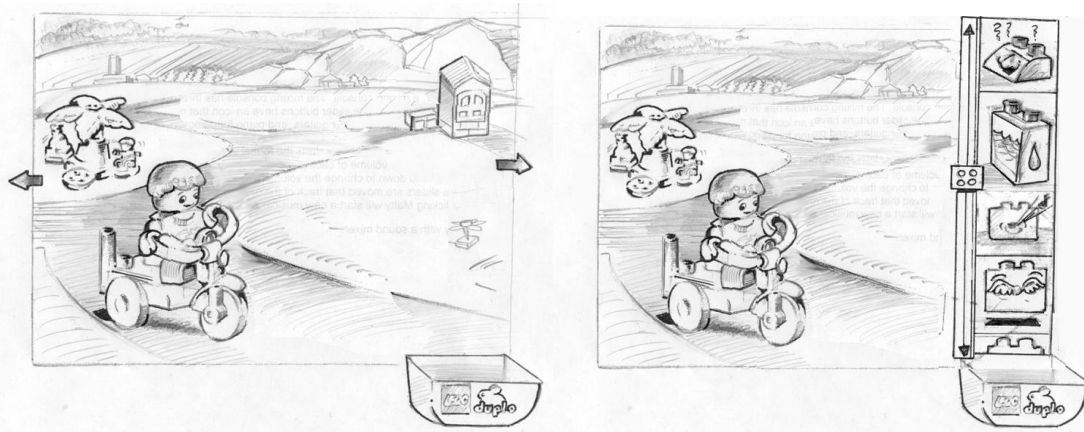


GATE 1
SUBMISSIONS

LEARNING RANGE 2001

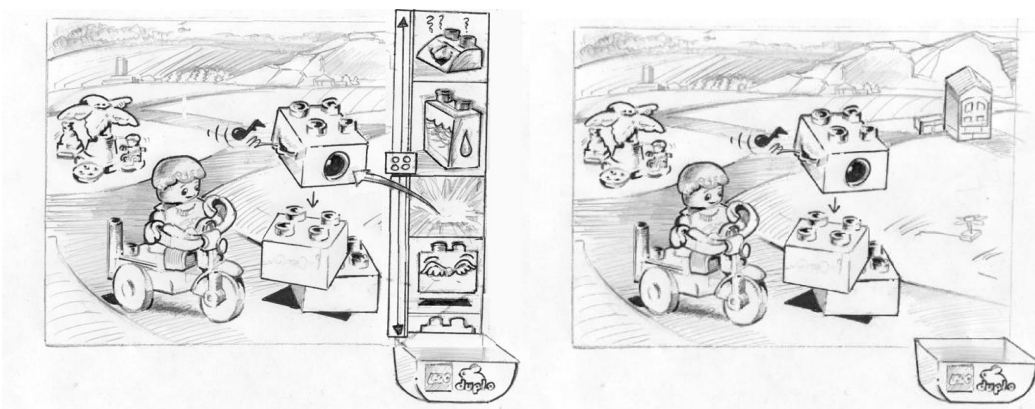
WORKING TITLE	WHAT IF
REFERENCE #	LNG001PC01
PROJECT TYPE	INTERNAL
DESCRIPTION	<p>Play, Learn and Teach in a customizable Duplo world of critical thinking, cause and effect and just good clean inventive fun. Using attribute specific bricks, you and the Duplo-Kids participate in challenging adventures with imagination. basic scientific principles, real physics and LEGO values.</p> <p>Play with bouncy bricks, floating bricks, heavy bricks, liquid bricks, dancing bricks, stretching and squeezing bricks, bricks that sing, bricks that laugh and even bricks that smell. Watch the screen come alive as you solve and create problems and solutions. What if you made your house out of floating bricks with a liquid roof? How high can you build the chimney before it collapses? Will your bouncy car stay on the singing bridge? How do you reach the cat on the roof that floats above the canyon?</p> <p>There are three levels:</p> <ol style="list-style-type: none"> 1) PLAY: Free form experimentation and discovery 2) LEARN: Activity based missions. Solve challenges 3) TEACH: Duplo friends need your help to solve challenges. <p>Advanced level allows access to "The Lab" where attributes can be assigned to bricks (mass, volume and weight).</p> <p>This product enhances the LEGO/Duplo experience and does not duplicate it. By expanding the play boundaries and utilizing the computer's capacity to its fullest, it can provide an on screen experience that will take children even closer to where their imaginations want to go.</p> <p><i>"Good toys stimulate new ideas through new combinations and development of impressions and new ways of interpreting things"</i> LEGO Group</p>
FEATURES B.O.B.B.	<ul style="list-style-type: none"> • Explore, discover, create and learn in a real time, real-physics 3D world of DUPLO. • Create your own problems and solutions by using attribute specific bricks that float, sink and move, etc. and watch the screen come alive. • Assign sound effects to characters, animals and props. The cow can cluck like a chicken. The dog says "hello."

	<ul style="list-style-type: none"> • Interact with multi intelligence personality driven characters in Math, Art, Music, Language, Social and Athletic. • Play to Learn to Teach what you've learned to Duplo characters as they request your help.
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"> • Real time, real physics (Math Engine) and unlimited creativity • Play to Learn to Teach, a unique LEGO Learning approach. • Challenge and fun with virtually no limits but your imagination.
ESP	An expansion of the LEGO/Duplo experience that provides full creative empowerment while learning about the physical sciences. There is no limit to the fun and learning possibilities. In addition, this product is designed to stimulate off-line discussions, investigation and interest in the natural world.
COMPETITION	<p>Because of the unique variables of this product, I am hard pressed to find direct 1 on 1 competition. Elements are found in the create and AI of some Sim-City Series, real physics elements can be found in some Zombie Productions of War and Gore titles, and just about every creativity product offers customization and empowerment to a degree. In my search to date, no product offers the wealth of creative freedom and fun while learning as does the What If Series proposal. I'll keep looking. Suggestions from internal sources: WIDGET WORKSHOP and ZOOMBIBINI'S</p>
PLATFORM	PC / CD ROM Windows 95/98 with Direct X, Pentium Processor 200Mhz 3D acceleration: Voodoo, 32Mb, sound, mouse, keyboard
COMMENTS	
SIGNATURES	



Free Play: Level 1. Scroll about, rollover and click on any key to trigger animations. Characters will approach you and engage in dialogue. Select on the Toy Box to reveal inventory gathered.

In Panel One, we see Brickly approaching and I thought it might be fun to see what he'd do if I put something in his path, so I clicked on the Toy Box to see what bricks I have.



I chose to place a couple of singing bricks this time which prompted Brickly to sing along and everyone in sight to dance. I could have chosen the floating brick or the liquid brick or any number of other bricks for different results but I wanted to hear a song. I selected the toy box again to return to the scene.



Mission time: It seems that farmer Eli Eli Oh has a problem. (Actually he has a challenge!) He needs your help. His animals are floating in the air. This is probably a result of when you built a floating coral to put them in. "How do we get them down to earth again?" asks Eli. Well, I'd select my Toy Box and see what we have in there. Maybe add a few heavy bricks to cause them to descend? Or maybe build a ramp so they find their way back down. What would you try?