GATE 1 PRESENTATIONS:

<u>Working Title:</u>   **2D ONLINE LEGOISER**

<u>Reference No:</u>

<u>Project Type:</u>

B.O.B.B

♦   See your pictures turned to LEGO
♦   Build your own picture complete with building instructions
♦   Order a bespoke LEGO model of your own face!
♦   Truly unique LEGO birthday presents!
♦   Enter the competition for best picture
♦   As seen at LEGOland

Project Description:

A web application that enables the child to convert pictures into LEGO bricks.

The child may use pictures from a gallery, they're own computer /scanner, or a LEGO USB Camera or the Logitech USB Quickcams. The LEGOizer result may be sent on an e-postcard (subject to monitoring), printed for T-shirts or building instructions for a bespoke on-line brick order complete with a LEGO frame.

A gallery feature includes good example images from LEGO which we may use to gather metrics on favoured themes and also allows the child to submit their own favourites for inclusion.

Parents can also use this site to create surprise presents to their children. A LEGO special delivery of the child's own face!

Continuous Enhancement

Websites die unless updated and fresh. Enhancements may take this form.
♦   E-mail postcards might be a later addition
♦   96x96 (four plate) images
♦   Licenced images: Darth Maul/Vader, Winnie the Pooh/ Tigger
♦   Sepia Bricks
♦   Add iconic notes to your gallery picture (location, hobbies, age)
♦   Advanced 3D versions generated from 2 photographs!

Boxed Variant Potential

The software may also be modified as a boxed product with an adequate quantity of 1x1 bricks for included pictures and most user pictures (8000 [2000x4 shades] would create any image)

Park Attraction Variant

A LEGOizing Photobooth could be created where the brick pack is delivered immediately to the user at the exhibit location.

Target Market

Boys & Girls from 6+ & Parents

ESP's

- Personal
- Discovery learning/ expertise
- Fun results
- Gallery Fame and Recognition
- Displayable Accomplishment

Competitors Analysis / State of Market

- No equivalents are known of.
- Gives added value to the LEGO camera.

Target Platforms

PC

Comments

Concept Artwork