



KIDS TECH CHALLENGE

In the spring of 2010 the LEGO Group will host a **KIDS TECH Conference** – this might be an opportunity for you to show us the potential of your technology ideas.

The aim of the conference is to bring forward new ideas for **LEGO® experiences** using technology. It can be technology ingredients, ideas or concepts – innovative application of very **simple** technology or more **complex** technologies at play.

The **mission** of the LEGO Group is to

INSPIRE AND DEVELOP THE BUILDERS OF TOMORROW

How will technology inspire and develop kid's creativity?
What role does technology play for the builders of tomorrow?

We would like you to take on the challenge of helping us at the LEGO Group to discover new ways of using technology.

Part of the LEGO KIDS TECH Conference will be a fair where technology ideas can be demonstrated – we intend this fair to be a **hands-on** experience with prototypes used in LEGO play.

What to do!

To participate at the LEGO KIDS TECH Conference you should describe your idea by answering the following questions:

- What is the LEGO experience your idea will provide?
- How will it inspire and develop kid's creativity?
- How do kids play with it?
- Why is it relevant for the LEGO Group?
- How will you present it?

Mail your description to lktc@LEGO.com

All the incoming ideas will be evaluated and contributors of those selected will be contacted with further details. We cannot guarantee that we will have sufficient space to accommodate all requests for participation.

Deadline for submission of ideas is 30th of November 2009





PLEASE NOTE!

Prior to sending us the description of your idea, you should consider whether your technology is or may be protected legally, and if it is not protected, whether it should be presented at the LEGO KIDS TECH Conference at all?

Moreover, please note that to the extent your technology is not protected legally, the LEGO Group or others might independently have worked, or be working, with technologies, ideas or concepts similar or identical to yours, and that LEGO products or services incorporating or featuring such technology, ideas or concepts may be marketed by the LEGO Group at any time, before or after the LEGO KIDS TECH Conference, without any restrictions or obligations to you whatsoever.

IF YOU SEND US A DESCRIPTION OF YOUR TECHNOLOGY AND ITS APPLICATION WITH LEGO PRODUCTS, YOU THEREBY WAIVE AND RELEASE US FROM ANY SUBSEQUENT CLAIM THAT ANY FUTURE LEGO PRODUCTS OR SERVICES MISAPPROPRIATE YOUR UNPROTECTED TECHNOLOGY, IDEAS OR CONCEPTS, PROVIDED THAT THE LEGO GROUP SHALL NOT IN ANY WAY USE TECHNOLOGY, IDEAS OR CONCEPTS DEVELOPED AND SUBMITTED BY YOU, WHETHER LEGALLY PROTECTED OR NOT, EXCEPT PURSUANT TO A WRITTEN AGREEMENT WITH YOU.

If your technology and/or idea is selected for participation in the KIDS TECH Conference, you will be asked to review and sign a more detailed declaration concerning rights.

The LEGO Group