



LEGO BOOST product news

In shops from September 2017

## With LEGO BOOST children learn simple coding

*Munich, 31 January 2017.* In keeping with the motto "learning through play", children will be able to gain their own coding experience with the new building and coding set LEGO BOOST. The set combines traditional LEGO building fun with a variety of innovative movement and sound capabilities enabled by an easy-to-use, app-based coding environment. LEGO BOOST makes children's dreams come true by bringing the LEGO creations of builders from age 7 to life. After its unveiling at CES in Las Vegas, the product will be presented in Germany for the first time at the international toy fair in Nuremberg.

### Limitless fun with play and coding

The complexity of our world is growing steadily and the requirements to meet the challenges in modern society are changing. It is already obvious today that the understanding of software and programming will become increasingly important. With LEGO BOOST children can acquire such skills playfully. The combination of familiar LEGO elements with a simple coding language guarantees quick learning success and limitless play. Using the free downloadable LEGO BOOST app children learn simple coding commands. Much like building with LEGO bricks, children build behaviors and actions by linking digital coding blocks in an easy-to-understand horizontal layout. To further personify the experience, LEGO BOOST lets children add voice recordings to their creations without requiring spelling and typing. The set has been developed by an international team of LEGO designers for children ages 7 and older.

### LEGO BOOST brings toys to life

In combination with the LEGO BOOST app the LEGO Move Hub brings movement to any LEGO creation. The LEGO Move Hub is a stud-covered brick with built-in tilt sensor upon which children can add LEGO elements, two motors and a sensor that combines color and distance detection.

In addition to the basic feature of linking digital coding blocks for the five LEGO Boost models, the LEGO BOOST app includes a "creative canvas" with basic building instructions for three simple base models to further inspire creative building and coding. Children are thus enabled to customize their own LEGO creations. The three bases available at launch include: a **walking base** for making build animals move, a **driving base** for vehicles, as well as an **entrance base** so that children can make their own castle, fort, or even a futuristic space station. Once children are comfortable with building and coding the various LEGO BOOST models, they can use the kit to "boost" any LEGO creation – from LEGO CITY and LEGO Friends to LEGO NINJAGO and The LEGO BATMAN Movie™. "We know that children dream of bringing their LEGO creations to life, and our chief ambition for LEGO BOOST is to fulfill that wish. Therefore we give children the

simple coding tools and we want them to first and foremost have a fun and limitless play experience ", said Simon Kent, design lead for the LEGO Group.

The set includes building instructions for five diverse models: Vernie the Robot, Frankie the Cat, the Guitar 4000, the Multi-Tool Rover 4 (M.T.R.4), and the Autobuilder, each designed to give children the basic building and coding skills needed to express their creativity.

### **Product details of LEGO BOOST:**

#### Hardware

- 3 BOOST bricks:
  - Move Hub with built-in tilt sensor
  - Combination color & distance sensor
  - Interactive motor
- 843 LEGO elements
- Playmat, calibrated to the app, designed to facilitate mini challenges to practice simple coding trials

#### LEGO BOOST App

- Free, downloadable app is iOS and Android tablet compatible

Item no.	Name	RRP*
from September 2017		
17101	LEGO BOOST	EUR 159.99 CHF 189.00

\*recommended retail price