

NEW YORK (June 19, 2014) – LEGO Systems, Inc., makers of the world’s leading construction toys, today introduced LEGO® FUSION, a play experience that combines traditional LEGO brick play with familiar app-based game themes. LEGO FUSION leverages new technologies—and children’s fascination with them—to create an entirely new way to engage in LEGO brick building and app game play for children ages 7 and up.

Available later this summer, the LEGO FUSION collection will include four distinct titles: LEGO FUSION Town Master, LEGO FUSION Battle Towers, LEGO FUSION Create & Race and LEGO FUSION Resort Designer.

Each LEGO FUSION experience consists of a distinct set of LEGO bricks, a corresponding free downloadable app and the new FUSION capture plate, a small brick building plate with a printed design that enables a smart phone or tablet’s camera to identify the size and colors of the LEGO bricks built onto it. In response to game prompts, children build vertically in 2-D on the FUSION capture plate, enabling the app to ‘see,’ import and transform the creation into 3-D in the digital world.

“Children have always imagined their LEGO creations as immersive worlds which come to life for hours of role-play and adventure,” said Ditte Bruun Pedersen, senior design manager, LEGO Future Lab. “Recently, smart phones and tablets have become a popular platform for empowering game mechanisms that kids love. LEGO FUSION brings these two favorite play patterns together in an experience where real-life LEGO builds come to life in a virtual game, inspiring creativity, strategy, and the pride of creation.”

To Win, Step Away from the Screen

Once a child’s creation has been imported into the game, a series of challenges and interactions requires that players turn away from the device and return to the real world to use their LEGO bricks to build new solutions in order to move game play forward. Each game encourages this back-and-forth between physical and virtual, keeping children engaged in both worlds.

“In our research, we heard repeatedly from parents that they are constantly battling ‘zombie gaze,’ the experience when their children are immersed in their device screens for large blocks of time,” said Pedersen. “We developed LEGO FUSION with this challenge in mind, creating a play experience that keeps children entertained with the kind of app gameplay they love while giving real reasons to return to the brick pile to creatively build.”

Build + Capture + App Gaming: the LEGO FUSION Play Experience

Each LEGO FUSION box consists of a set of LEGO bricks, a free downloadable app game and a new FUSION capture plate—a small brick plate with a printed design code that enables mobile and tablet cameras to identify the size and colors of the LEGO bricks built onto the plate.

Children build vertically in 2D, in dimensions up to 16 bricks high by 16 bricks wide (the optimal size for capture by a smartphone or tablet camera) on the special FUSION capture plate, which enables the app to ‘see,’ import and transform the 2D physical build into the 3D game environment, where creations come to life in the game. As children play virtually, the game prompts them to go back to their brick pile to build new solutions to continue the virtual adventure.

Each LEGO FUSION product offers a distinct play experience. The four products launching this year are:

LEGO FUSION Town Master

In this simulation game, players create and rule their own LEGO town, first by building it with LEGO bricks, then by capturing it and importing it to the game. Children build everything from houses to a pizzeria, fire station and bike shop while completing errands and missions like catching robbers, fighting fires and skateboarding. To keep the minifigure citizens happy, players solve problems through physical building and earn points to gain access to more structures, and even run additional towns.

LEGO FUSION Battle Towers

Players build a tower and defend it against attack so they can rule the kingdom. First, players design the Battle Towers with real LEGO pieces, then capture them and import them to the game. Next, players choose tower defenders like wizards and archers and battle against evil warriors, skeleton armies, and more. If a tower is damaged in battle, players can repair the damage with a timed build with the game's real LEGO bricks.

LEGO FUSION Create & Race

In this racing game, players get behind the wheel and virtually drive the cars that they create with real LEGO bricks. Once a custom vehicle is digitally designed, physically built, and imported to the game, it can be optimized for success in racing, demolition or stunts. Players learn that every brick shape and color on the vehicle matters for performance. Three themed courses offer endless challenges unlocked by physical LEGO builds, and children can even ghost race against friends to top the leaderboard.

LEGO FUSION Resort Designer

Players help the LEGO Friends design new vacation houses, shops and activities for Ambersands Beach. After building 2-D facades, capturing them and importing them to the game, players can design the interiors of 3-D digital structures, such as an aquarium, surf shop and beach houses. Children can unlock new levels and build more resorts by completing missions like rescuing dolphins, riding horses, surfing and other resort activities.

A truly mobile game experience, LEGO FUSION allows players access to their builds and game progress anywhere. Using their LEGO ID, players simply sign in on any compatible device and access their gallery and game play from within the LEGO FUSION app.

Beginning in September, LEGO FUSION will incorporate the ability for players to access their digital LEGO creations and game play anywhere. Using their LEGO ID, players can sign in on any compatible device and access their gallery and game play from within the LEGO FUSION app.

Each LEGO FUSION product includes:

- more than 200 LEGO bricks and elements
- custom LEGO FUSION capture plate
- a get-started guide
- a corresponding LEGO FUSION app. App games were developed by TT Games, makers of the range of best-selling LEGO video games. The Qualcomm® Vuforia™ mobile vision platform enables the games to 'see' the LEGO bricks and make possible the transition from physical to digital. Each app is a free download from the Apple, Google, Samsung, or Amazon App Store for Apple iOS and Android devices.

LEGO FUSION Town Master, LEGO FUSION Battle Towers, and LEGO FUSION Create & Race will launch in August 2014; LEGO FUSION Resort Designer will launch in September 2014. Suggested age is 7 and up and each will be available for \$34.99 in LEGO Stores and Toys"R"Us stores in the U.S., as well as online at shop.LEGO.com and at toysrus.com.

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About LEGO Systems, Inc.

LEGO Systems, Inc. is the North American division of The LEGO Group, a privately-held, family-owned company based in Billund, Denmark, one of the world's leading manufacturers of creatively educational play materials for children. The company is committed to the development of children's creative and imaginative abilities, and its employees are guided by the motto adopted in the 1930s by founder Ole Kirk Christiansen: "Only the best is good enough." Visit the virtual LEGO world at www.LEGO.com

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