



## THE LEGO NETWORK:

A Powerful Worldwide Imagination of Lego Designs

# There is no limit to what we can create.

What is the imagination? A place where we tend to wander? The area of the mind left to exist outside of realities' limits? Or perhaps a collection of ideas waiting to be discovered?

Lego has always embraced the imagination's power to create, play, and inspire. The very first moment a child builds their own creation to the instance their children pick up a set of bricks, we witness this power at work.

We celebrate the inspiration gained from sharing what we imagine. **The Lego Network** is a global design database that provides creators this opportunity. This network connects our ideas together and unites us through a worldwide imagination.

# THE LEGO NETWORK: IN-STORE GLOBAL CONNECTION



Every imagination is a unique perspective contributing to this global network. By joining our creative power, we can become a unified collective of Lego designers.

At the heart of each store users will find touch screen control centers providing the ability to make and share digital Lego designs.

Each store will receive varying designs from around the world. Users can choose to purchase the individual bricks of their own design or those already in the store database.

Through the control centers, we can build together and have our imaginations transcend the distance between us. It's time to share a part of yourself in **The Lego Network**.

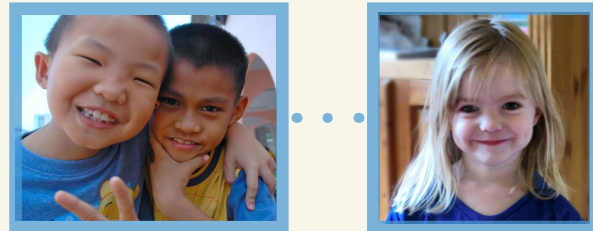


# BUILDING BLOCKS: DESIGN & SHARE

In-store control centers provide the opportunity to design, generate, and share Lego creations • Make an account • Scroll through builds made by others • Custom design anything out of the available Lego pieces • Send custom build to other creators in different stores

## Collaboration Mode

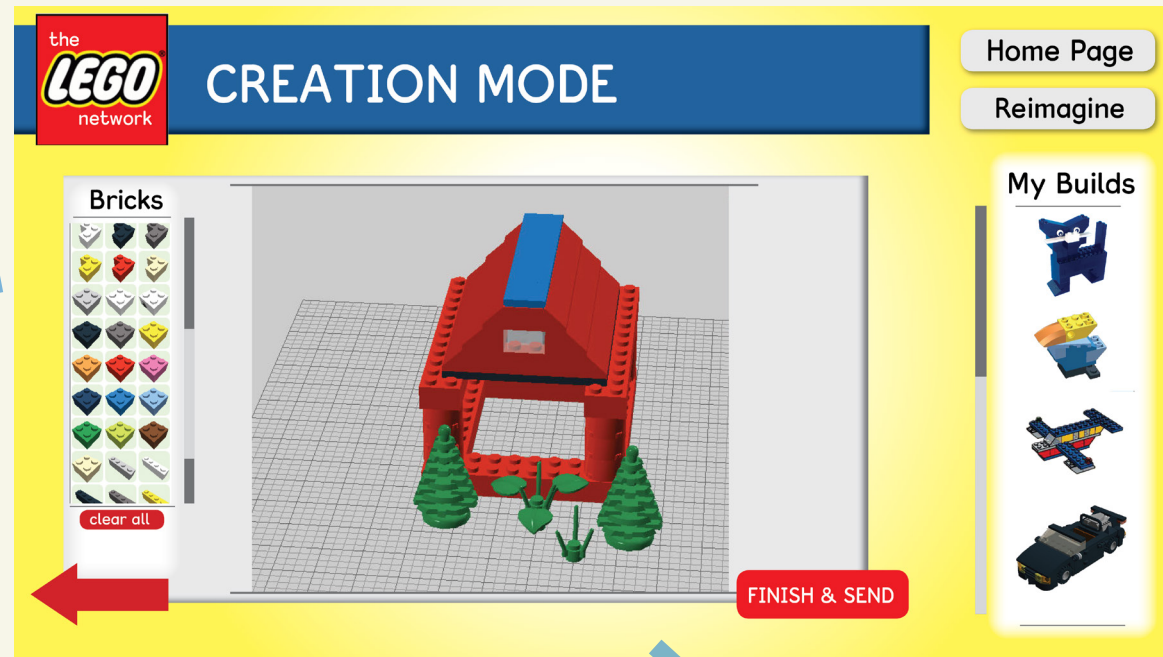
Work in real time with someone from another Lego Store location. Text or video chat during a collaborative build. Trade completed builds with other users.



Webcam

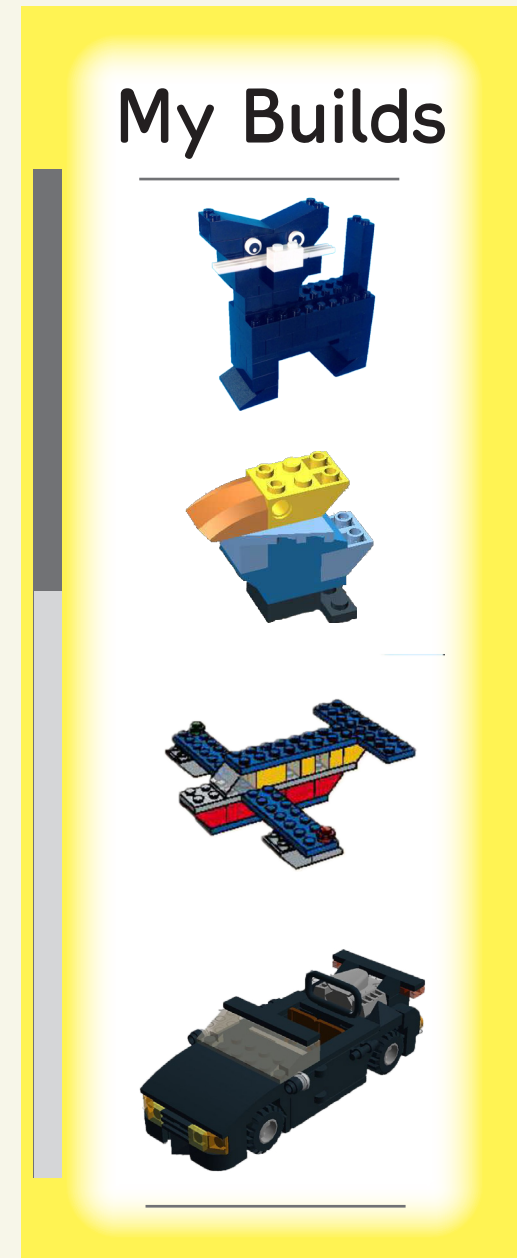
## Creative Mode

Beginners can design using premade parts and structures. More advanced users can build from individual bricks to create unique designs.



## My Builds

Save completed builds to personalized account. These can be accessed and modified anytime using the Building Block.



## Blueprint & Box Lid Printer

Instructions for custom builds & a sticker for the top of the box that says the name of creator, name of the build, and where it was designed.


## Pieces dispenser

Dispenses the required pieces used for the custom build. Pricing based on pieces.

## Box Storage

Take pieces and blueprint home or build in-store.

## Share to Social Media

Users will also be given the option to post the completed design to their social media channels. 

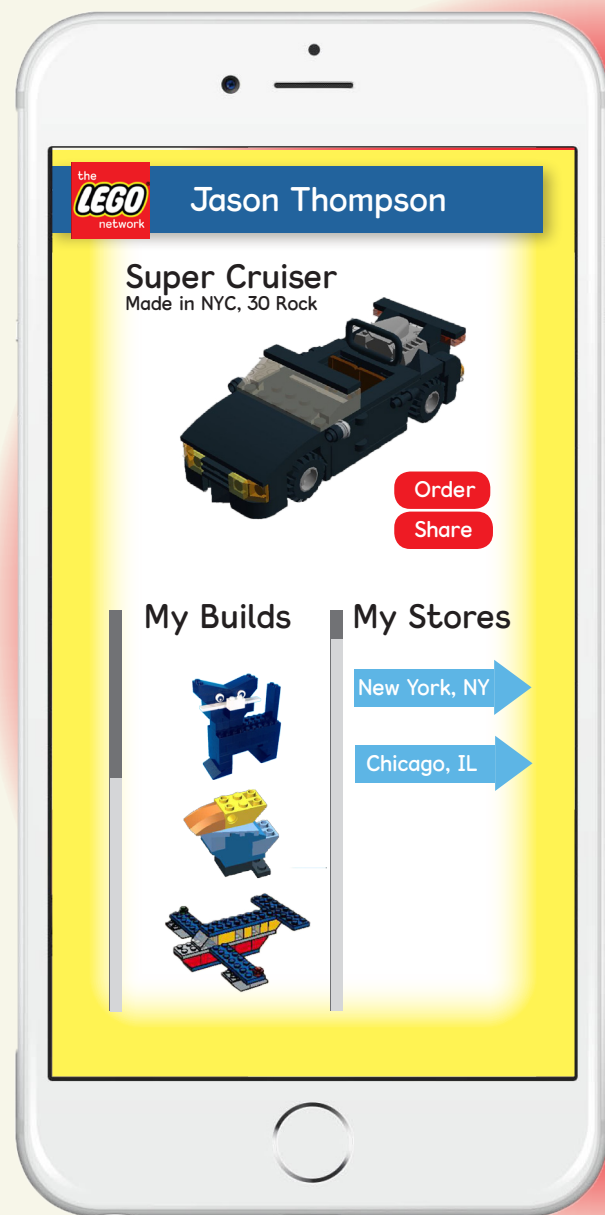


# BRING THE NETWORK HOME

Access **The Lego Network** databases online from anywhere in the world.

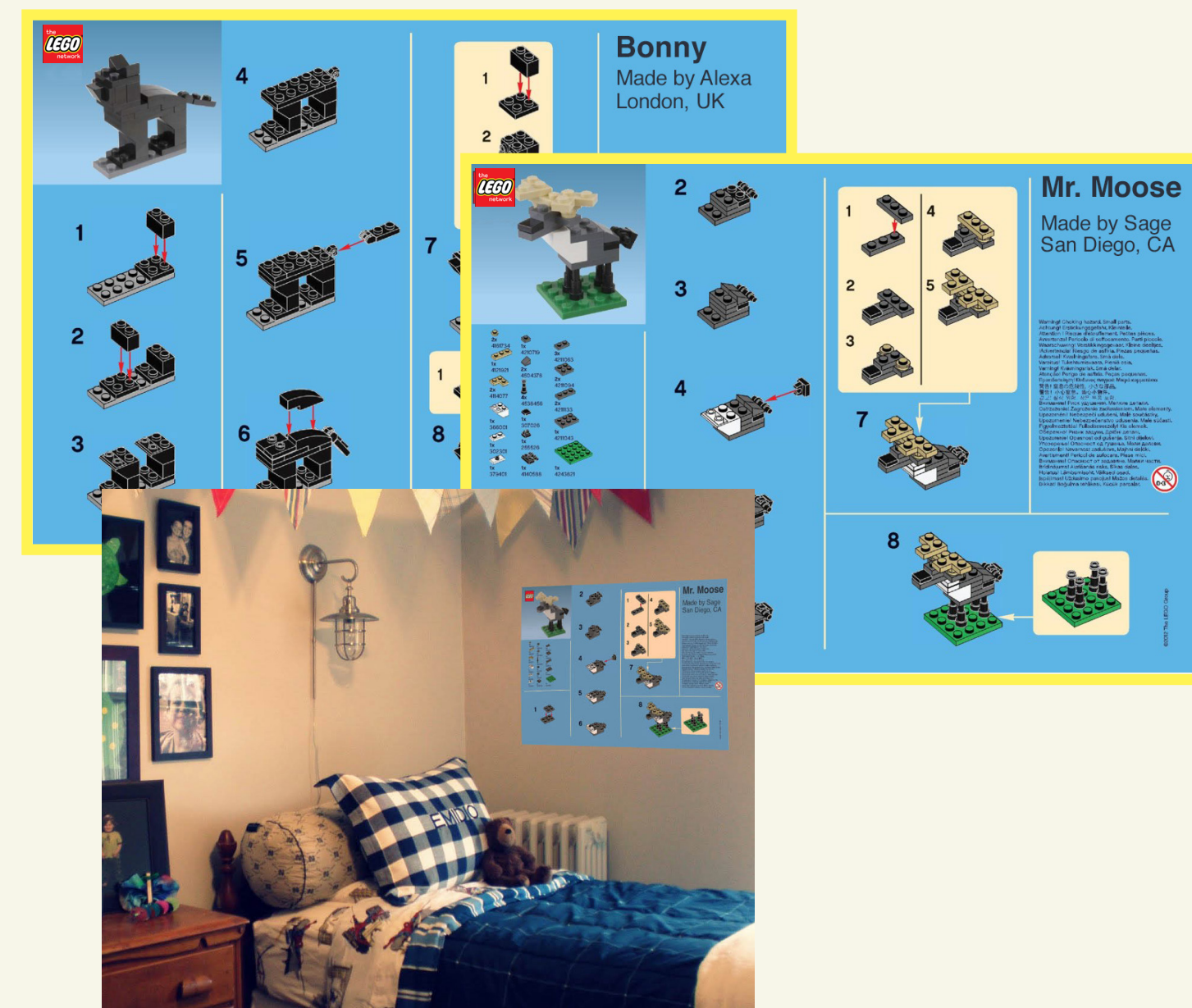
## iOS Application

Access your personal account to view and order your custom blueprints. Look through current Brick of Fame builds or the many unique creations designed worldwide. Share your designs with other users and allow them to build from your blueprints. A live Lego Network map will be available to track current activity at home.



## Custom Blueprints

The blueprints created at the Building Blocks kiosks in Lego Stores are specific to your build. They are printed with the purchase of your build and are saved to your personal account. View blueprints digitally from the iOS application to bring your imagination to life.

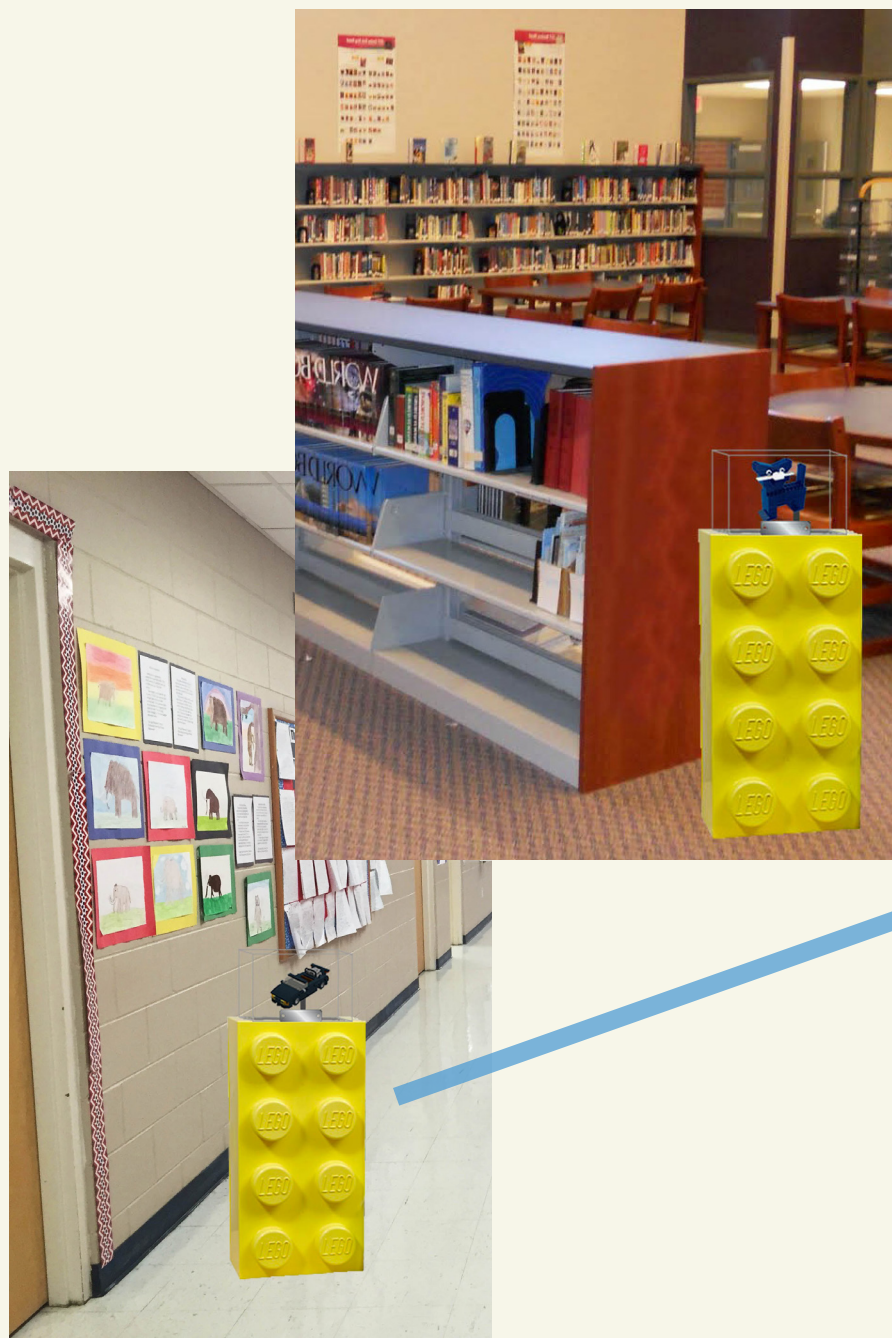


# BRICKS OF FAME

Have your creation be at the forefront of **The Lego Network**.

## Bricks of Fame at Schools

Lego will partner with schools to promote imagination and creativity. Through brick building programs, select kids excelling in the arts will enter the Bricks of Fame and be given the chance to display their unique design in school.



## Bricks of Fame in Shopping Centers

Most popular builds of the month will be showcased in the storefront Bricks of Fame displays. By utilizing the app, you can scan the design displayed and add the build to your personal account.



**Display Case**  
Pre-built model of the top selling build.

**Nameplate**  
Name of the builder and original design location.

**Jason's Super Cruiser**  
**New York, NY**  
**30 Rock**

**Donation Slot**  
Brick of fame displays will also act as a donation box contributing to school Brick Building clubs.