

A photograph of two young children, a girl with blonde hair in a red jacket and a boy with curly hair in an orange shirt, sitting at a table and working together on a LEGO WeDo robot. The robot is a small, colorful assembly with a white frame, yellow wheels, and a red base. The girl is smiling and looking at the robot, while the boy is focused on adjusting a part. The background is a bright, slightly blurred indoor setting.

LEGO Develops a new robotics platform - WeDo

A photograph of two children, a girl with blonde hair in a red jacket and a boy with curly hair in an orange shirt, sitting at a table and working on a LEGO WeDo robot. The robot is yellow and red with a white frame. The girl is smiling and looking at the robot, while the boy is looking down at it. The background is a bright, indoor setting.

**1. LEGO Robotics and the
Robotics continuum**

2. Development proces

**3. Hands on with WeDo /
Q&A session**

Robotics Continuum

MINDSTORMS

Teachers

Adults

Students

Competitions

Children

Globalisation

Hobbyists

WeDo

Play

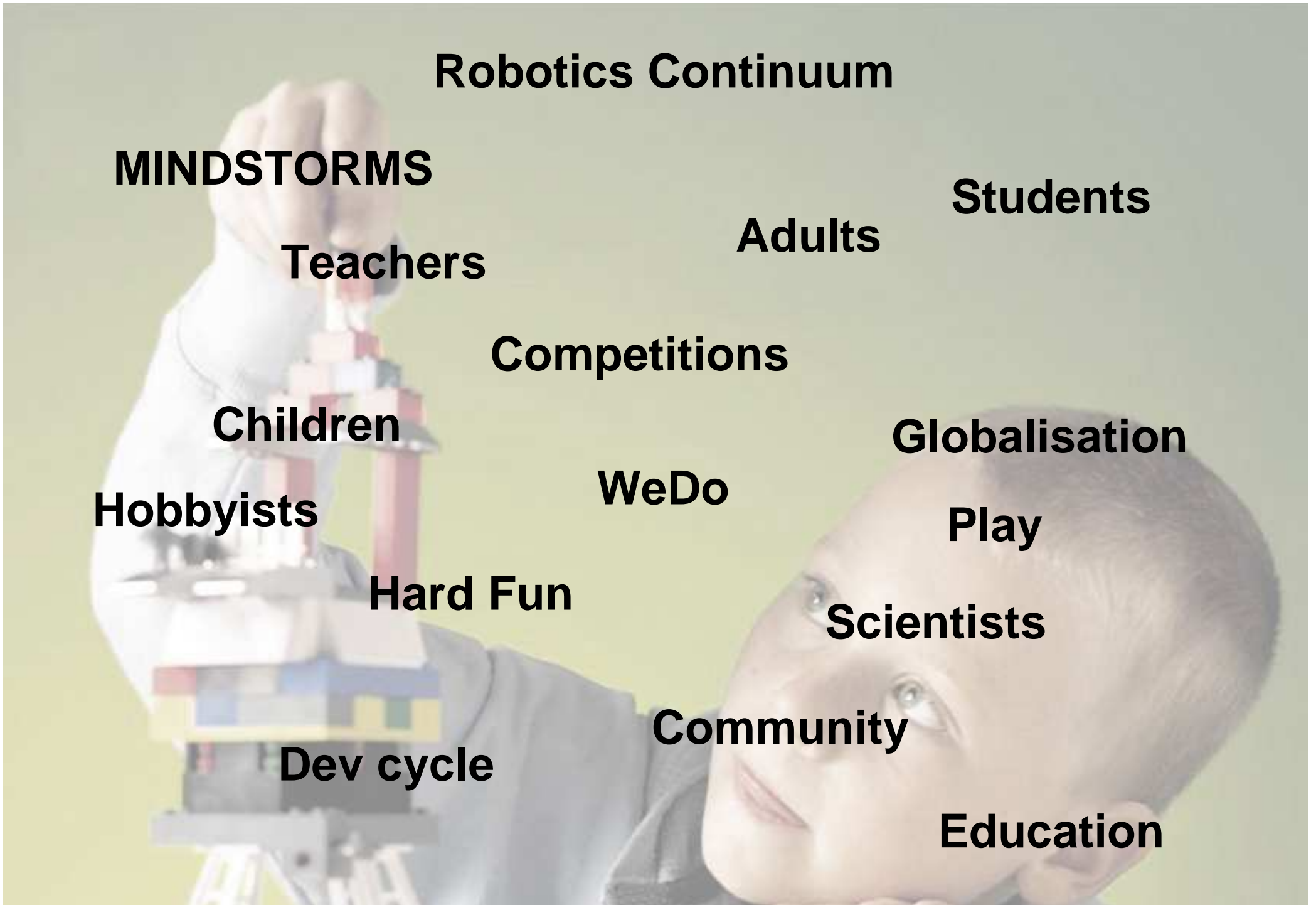
Hard Fun

Scientists

Dev cycle

Community

Education





The Past...

- **DUPLO – System – Technic - ?**
- **MIT Media Lab**
- **Logo**
- **1998 MINDSTORMS Robotics Invention System (RIS)**
- **Codepilot, Scout, Micro Scout, Spybotics**
- **Novelty Project**
- **Internet community**



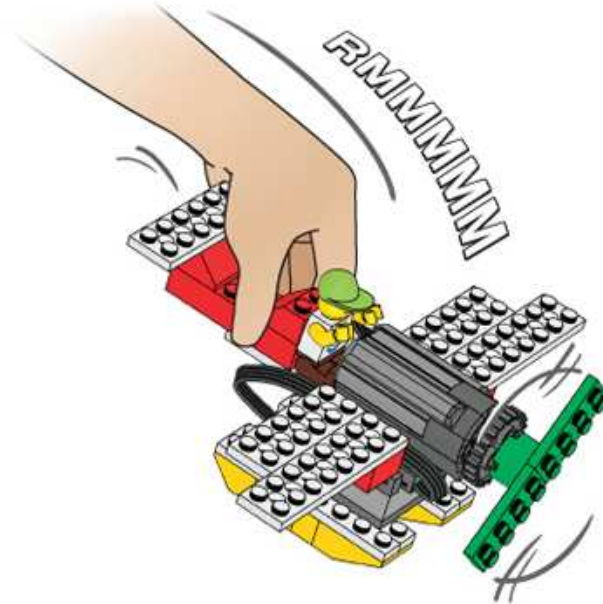
- **2006 NXT Robotics Tool Kit**
- **MINDSTORMS Community Partners (MCP)**
- **3rd party developers**
- **Community developers**
- **Retail**
- **Education**
- **Competitions**





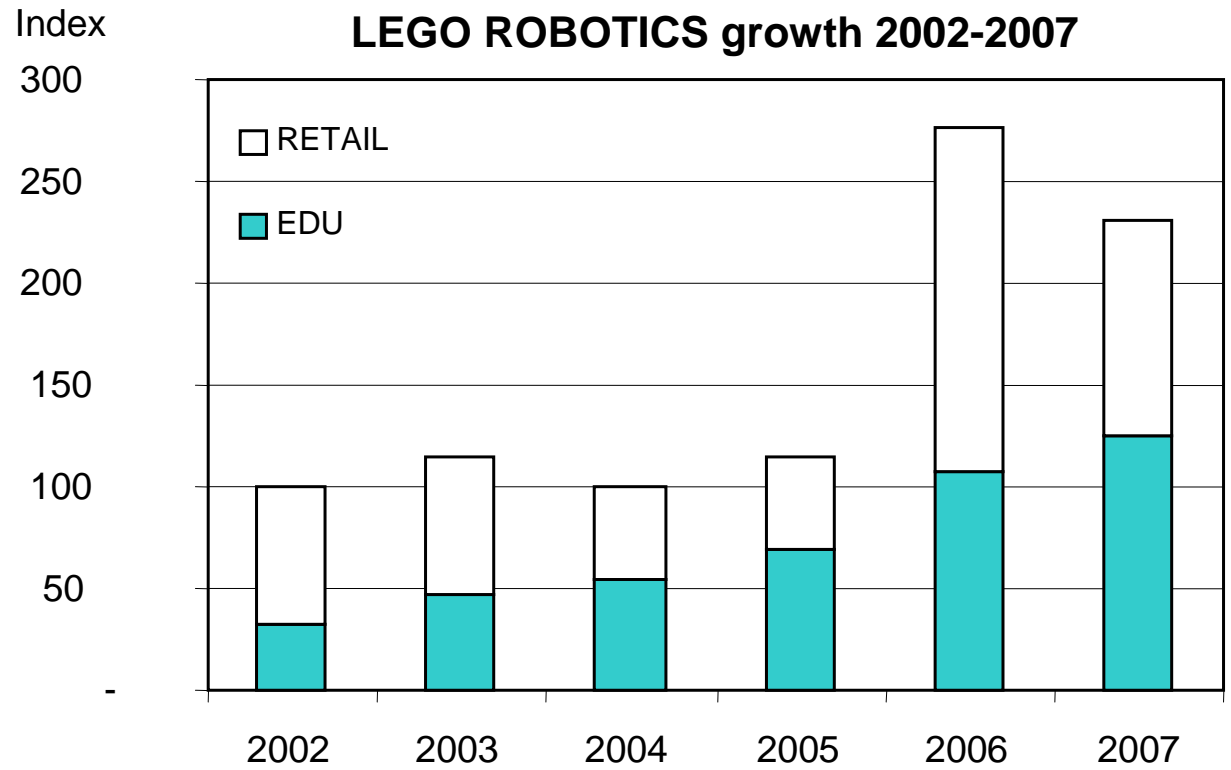
Present time

- **Nicolas Negroponte**
- **OLPC (Mac, Windows)**
- **Pico Cricket, Scratch**
- **Mitchel Retshnik**
- **Robotics Continuum:**
WeDo
NXT
LabView (NXT Toolkit)





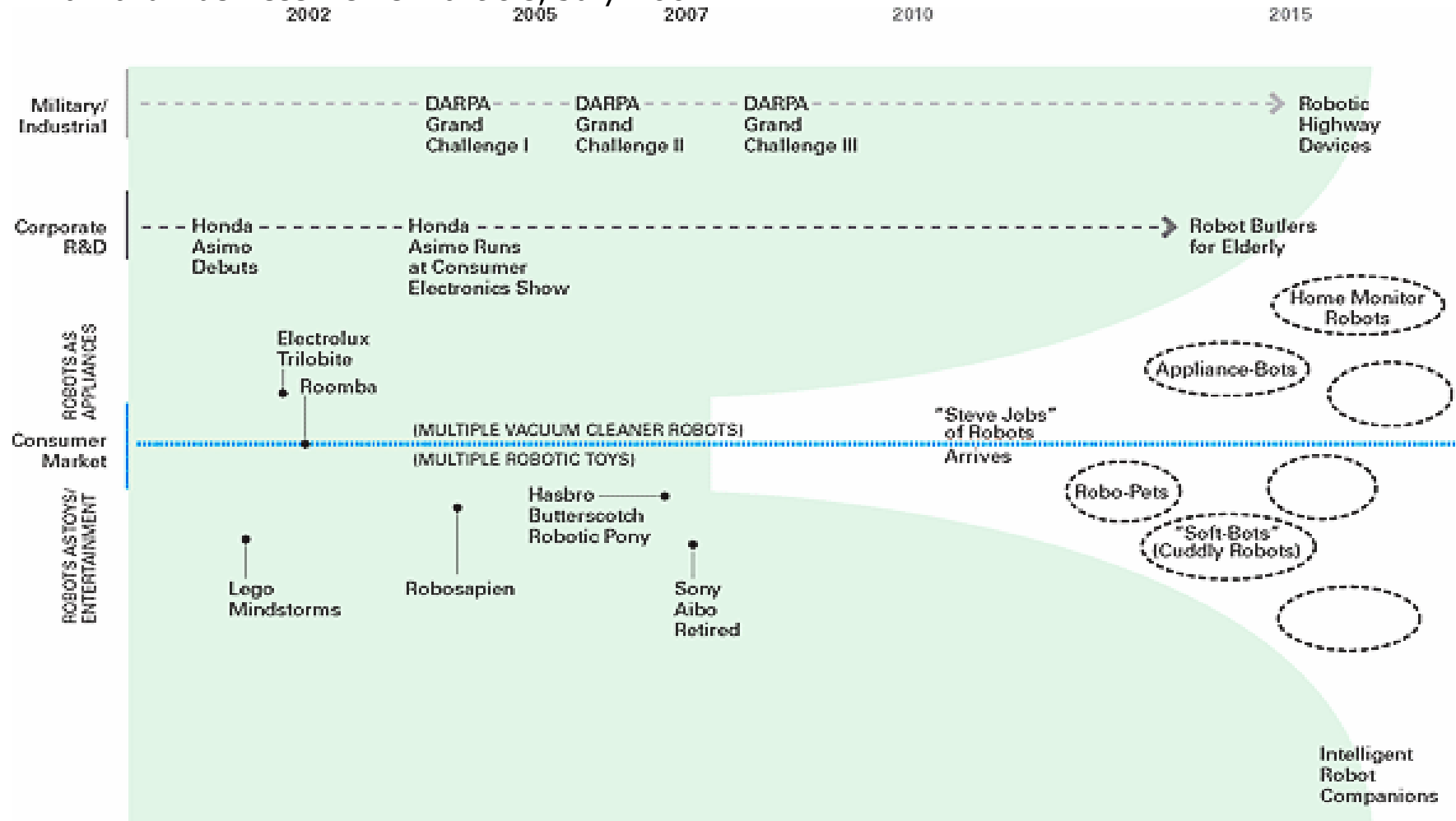
LEGO Robotics Business is growing ...LEGO still scratching the surface...



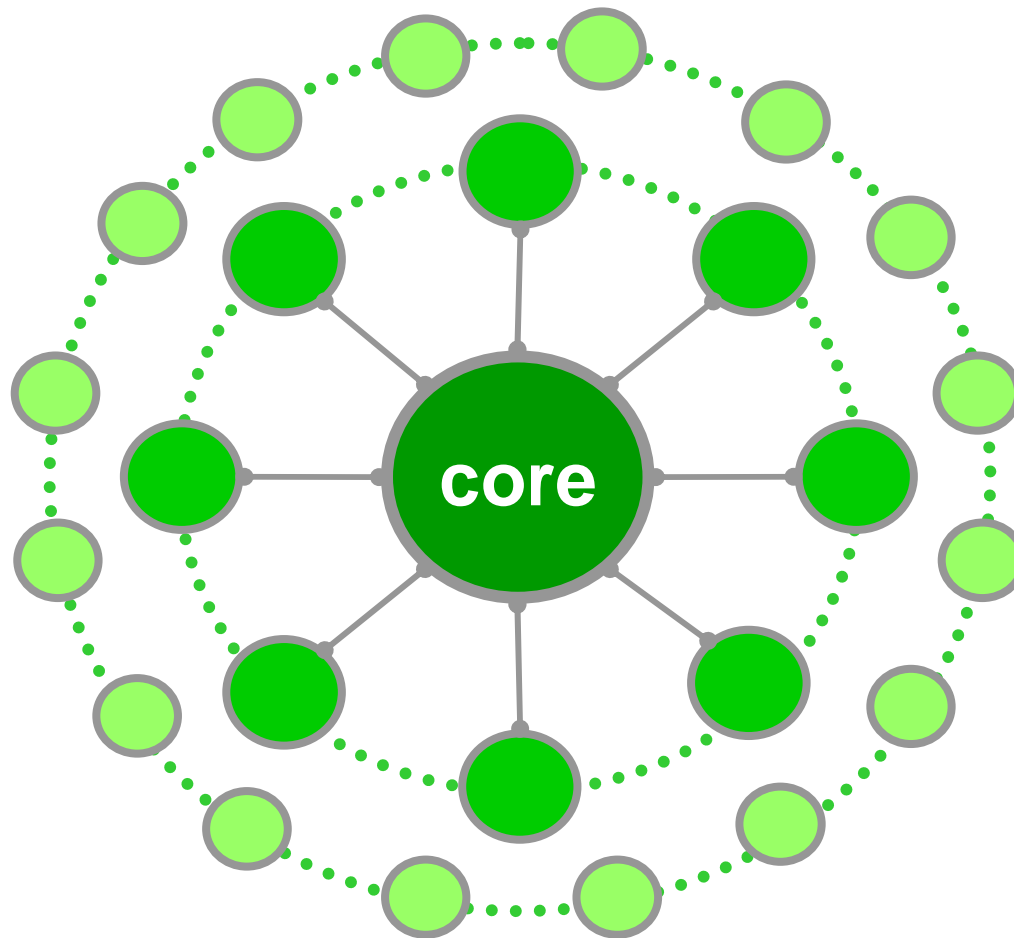


The Future...

Harvard Business Review article, July 2007







LEGO

– Concept, manufacturing,
business

National Instruments

– Software development

Titoonic

- Artwork

Eicom

- Translations

RelQ

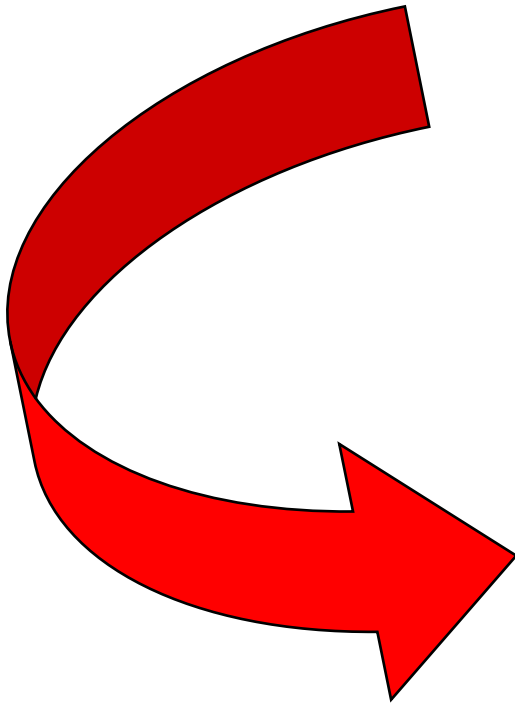
– Quality Assurance

Community

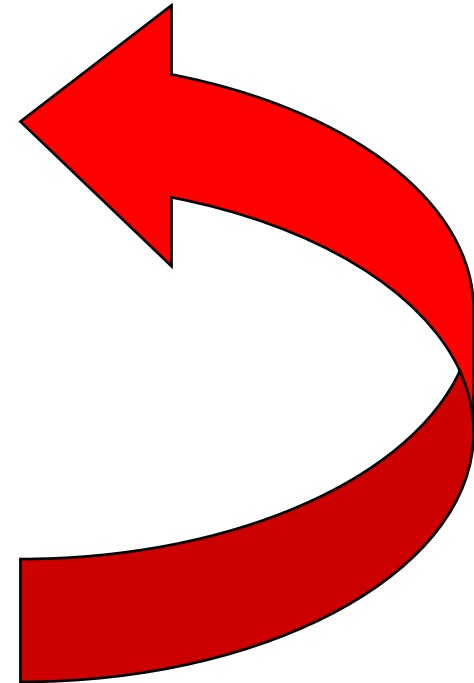
– Keeping it alive and
kicking



Development process



- 1. LEGO Specifies**
 - 2. Titoonic develop graphics**
 - 3. Eicom translates**
 - 4. National Instruments develops builds**
 - 5. RelQ tests**
- ...and a new day begins**





Development tools

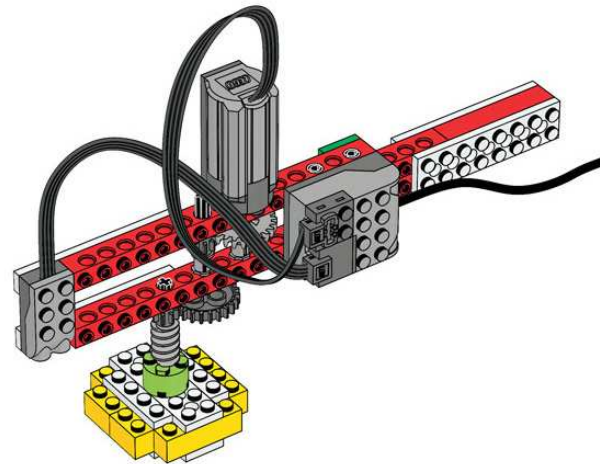
Programming: LabVIEW

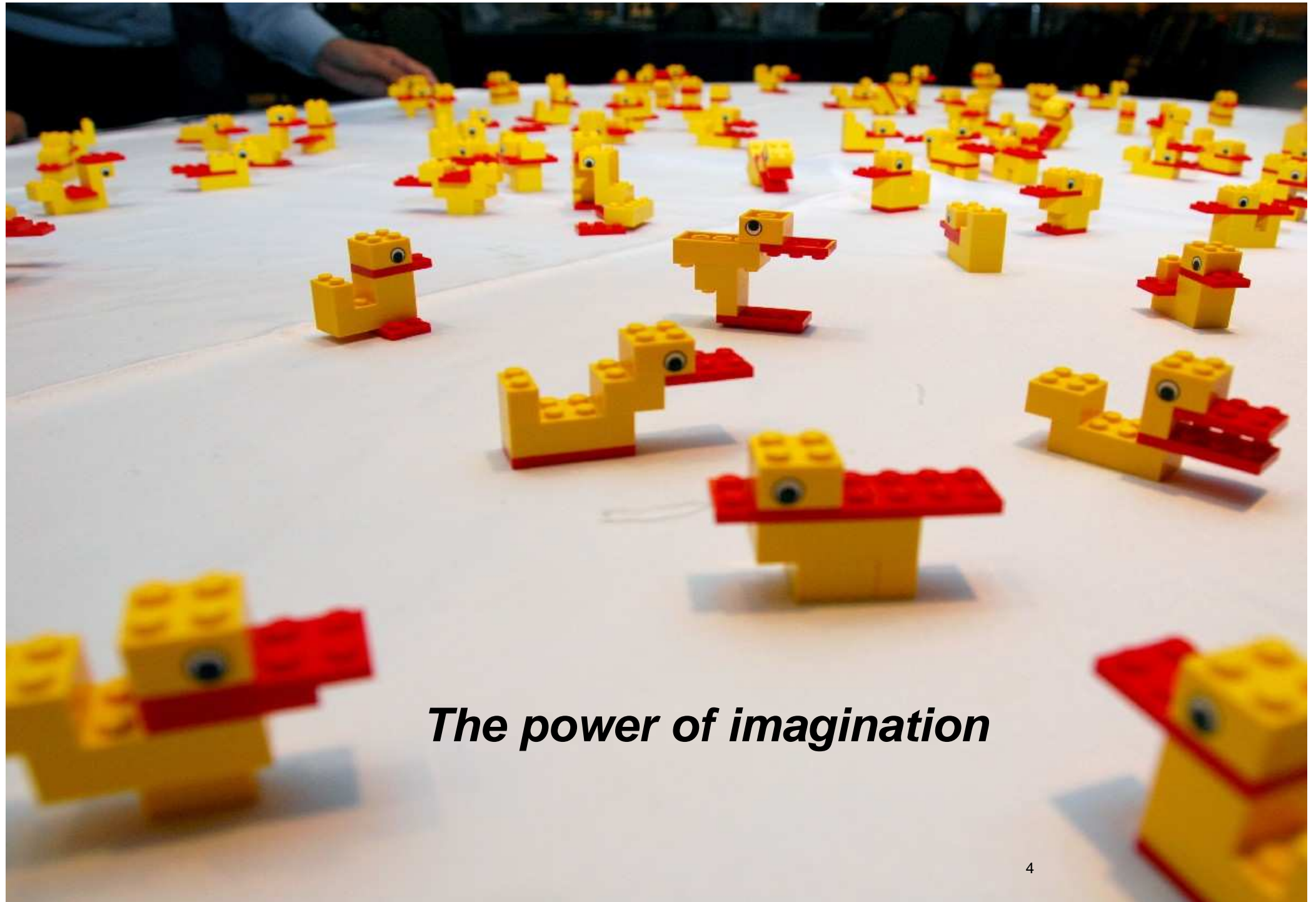
Source control: Perforce

Translations: Trados

Artwork: Photoshop, Maya

Bug database: OnTime





The power of imagination



WeDo Design philosophy

Low Floor Easy to get started, simple but not trivial

Wide Walls Useful in many types of projects

Tinkerable Easy to experiment, incrementally build things up

Convivial Friendly, playful, joyful





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Simplicity “If we think we need it, we don’t”

Consistency

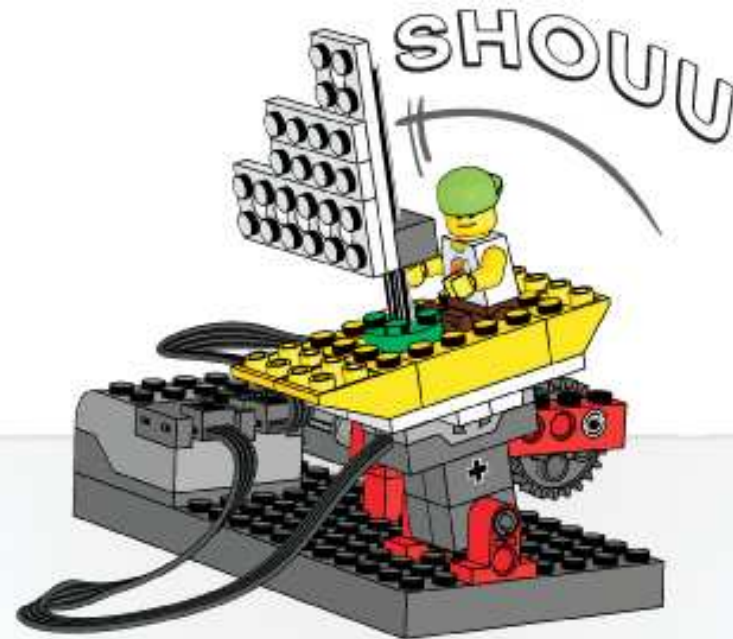
Forgiving “It just works”





Let's have some fun 😊

- Play
- Learning
- Connect – Construct – C
- Hard Fun
- Hands on, Minds on
- [WeDo](#)





***"It's an education project,
not a laptop project"***

— Nicholas Negroponte



