



Digi-
Dodgy

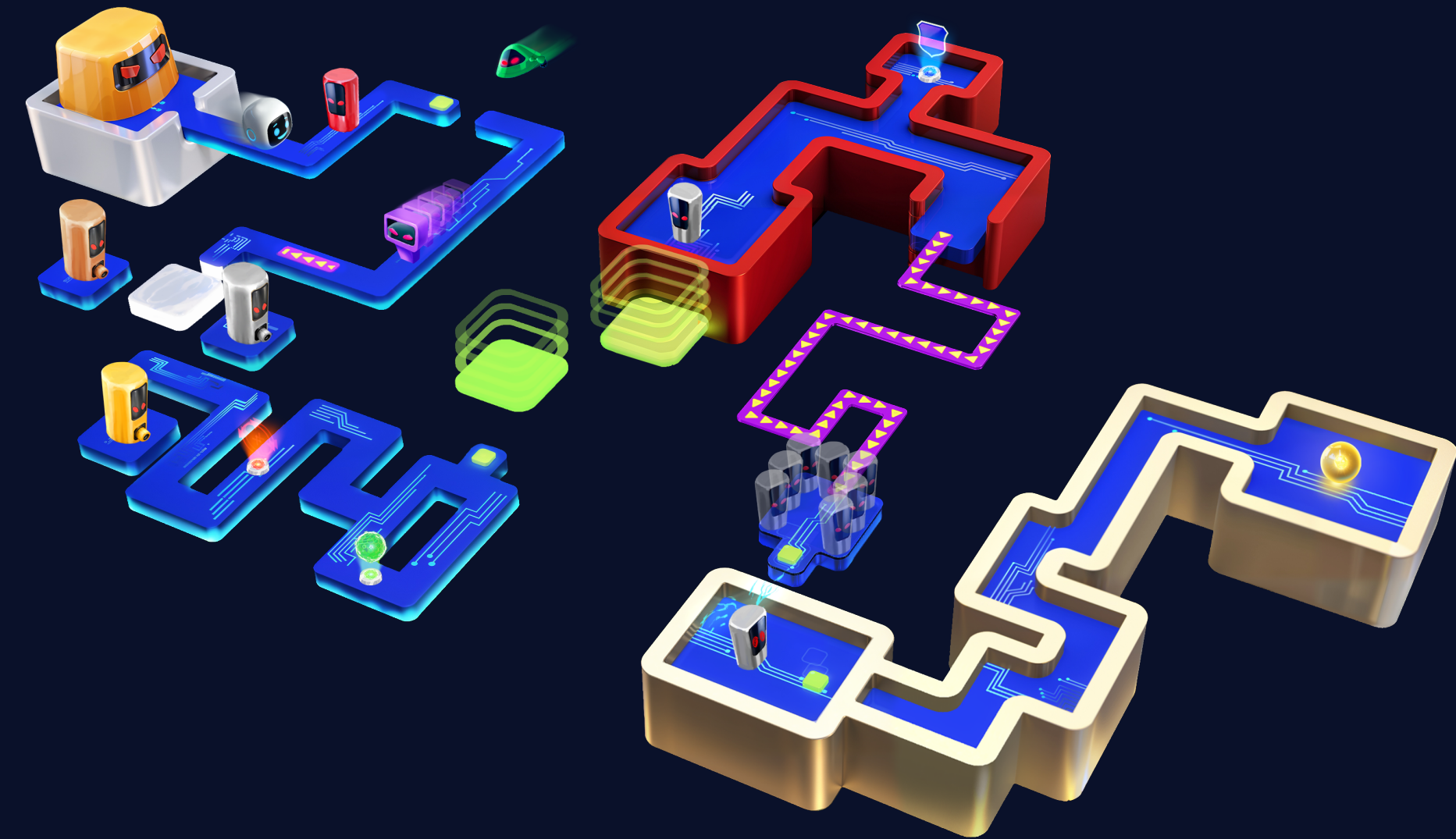
LEGO concept, or could be another toy manufacturer

Digi-Dodgy has the IP potential to expand beyond video games and into toys.

Fans of the franchise will be able to buy sets that include their favourite characters and DigiWorld level construction parts. Allowing them to express their creativity and build their own level narratives, but physically.

LEGO Mario is a good inspiration and example of a video game franchise that has expanded to other forms of play. LEGO Mario doesn't just let you build a Mario set, but it also contains technological elements that make the LEGO set interactive like a video game.

Digi-Dodgy's could be similar in allowing the players to control a LEGO Digi on a physical set.

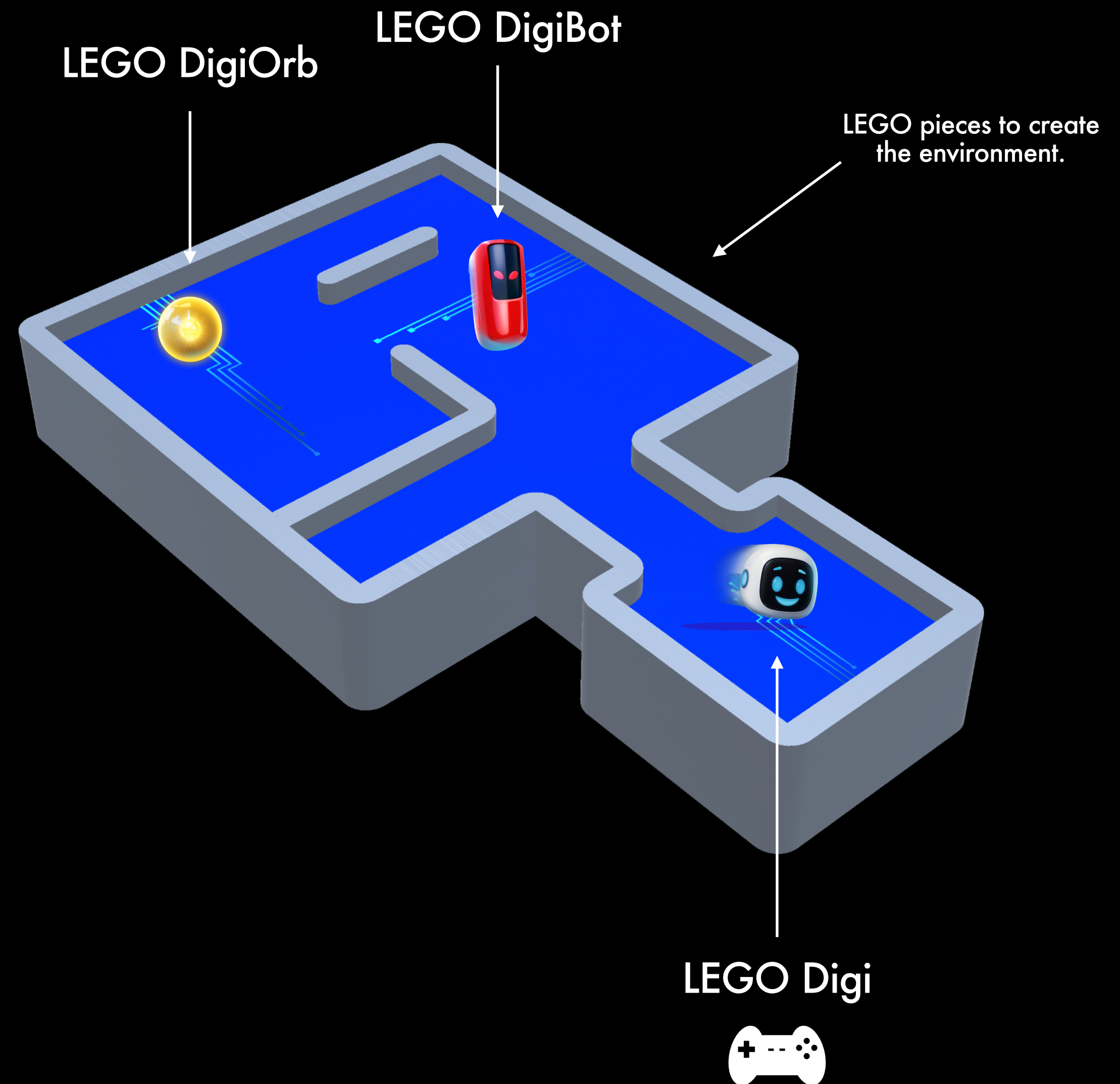


Simple example:

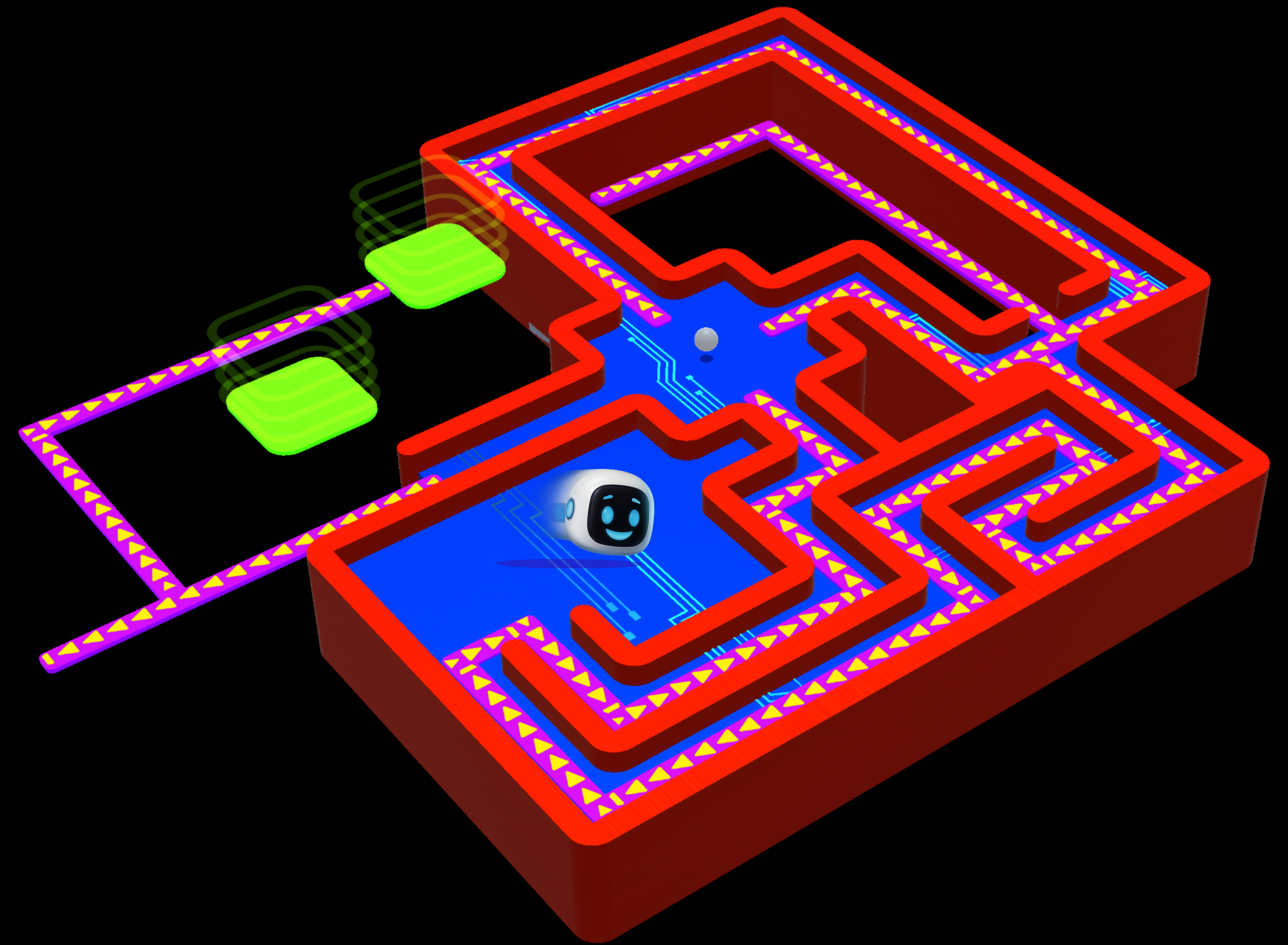
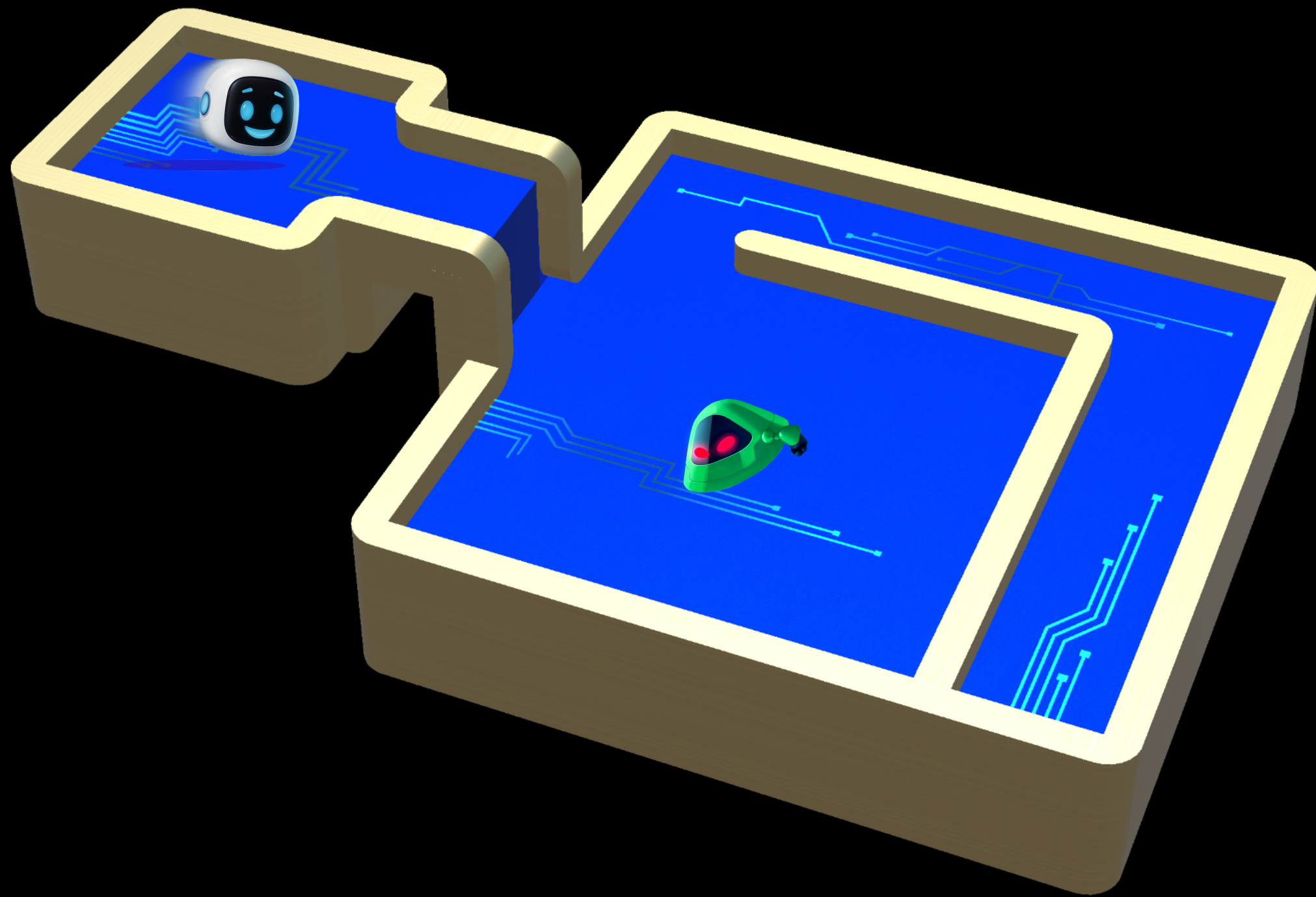
One player controls the LEGO Digi with a remote control, and another player controls the LEGO DigiBot with a remote control.

Or the LEGO DigiBot has a tracker technology that senses when Digi is near to chase him.

The player's aim is to touch the DigiOrb tracker while avoiding the Lego DigiBot.



**Fans can purchase
and construct different
sets to play on.**

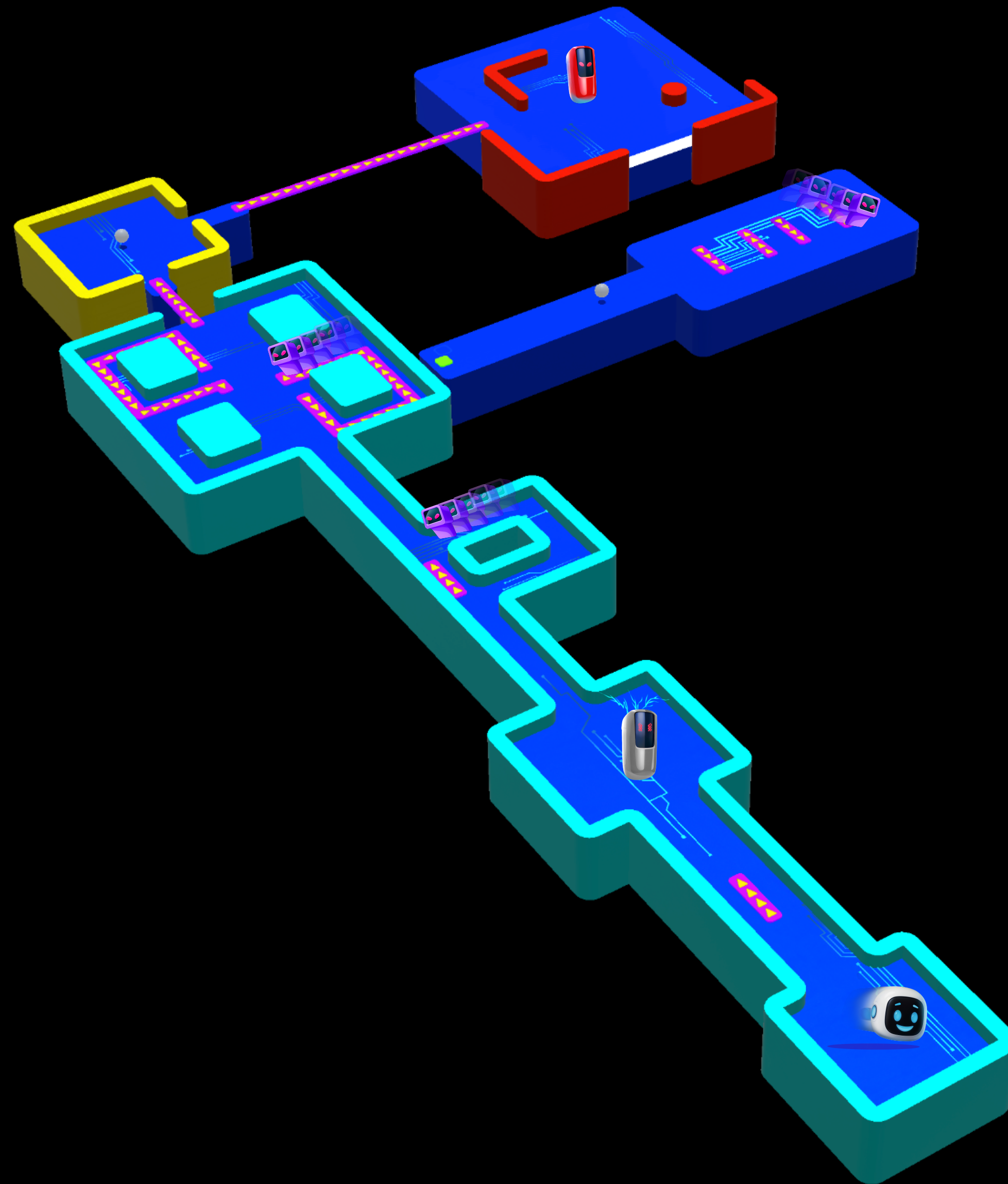


Fans can combine multiple purchases to create a bigger playing environment.

This example shows 3 purchases combined:

1. Turquoise wall set.
2. Yellow wall set.
3. Red wall set.

Parts can also be sold separately.



Thank you