



**CUUSOO**



## **“LEGO Web2.0” - Realizing users innovation**

**The LEGO Group (Denmark) has partnered**

**with “ Cuusoo.com” in a joint site**

**November 1, 2008 - LEGO® CUUSOO was launched!**

Elephant design Ltd., a Tokyo based design company, who runs “Cuusoo.com” (<http://www.cuusoo.com>), an online users community supporting product development by promoting user innovation , and world wide toys manufacturer LEGO Group (Denmark), opened a joint website for user innovation called ‘LEGO CUUSOO’ (<http://www.cuusoo.jp/LEGO/>).

### **What is LEGO® CUUSOO ?**

"LEGO CUUSOO" provides users an unique platform, offering its members various opportunities for product development of well known LEGO products.

Users submit their proposals online, in which they generate new product ideas or customize existing LEGO products. Once a certain item receives 1000 votes by other users, the LEGO Group will consider sending it, for manufacturing.

When a proposal has been selected for production, the selected item proposer will receive royalty payment, according to his/her products' sales revenues.

LEGO CUUSOO is the first attempt aiming to facilitate worldwide web2.0 activity using LEGO bricks/products. In this joint innovative project, users can not only help develop future LEGO products, but also participate in commercializing these.

---

**For further inquiries please contact:**

elephant design Ltd. Community Media Division,  
Yasushi Wada Telephone : 03-5793-9031 FAX :  
03-5793-9032

The LEGO Group Senior Director, CED, PR,  
Communication & Events Helle Winding  
Telephone : +45 7950 4536



CUUSOO

空想  
生活  
CUUSOO.COM

---

## **LEGO® CUUSOO**

URL address - [www.cuusoo.jp/LEGO](http://www.cuusoo.jp/LEGO)

- Open date - November 1<sup>st</sup>, 2008
- Operating Company - elephant design Ltd.

### **How to use our website**

#### **① Share your ideas with us, by proposing them online!**

1. Register as member (registration is required and free of charge)
2. Propose your idea (2 available options)
  - A. Customizing existing products
  - B. Proposing new products
3. Post your proposal online

#### **② Voting on other users ideas!**

1. Search for other users' products proposals which you would like to have.
2. Vote on other users product proposals in order to get them commercialized.

#### **③ Getting your idea commercialized!**

1. Vote on users' product proposals you would like to have/support.
2. Once a submitted proposal has received 1000 votes from other users, it will be considered for manufacturing.
3. After a selected proposal will be confirmed by LEGO headquarters (examining its legal, technical, financial issues), tentative product reservation will begin.
4. Make a reservation of your selected product by registering your tentative reservation.
5. In case the number of potential buyers will reach its target reservation numbers, the proposed item will be sent to production.

#### **④ Once a proposed item has been manufactured and sold to the minimum required number of users, royalty payment will be delivered to the product proposer.**

---

#### **For further inquiries please contact:**

elephant design Ltd. Community Media Division,  
Yasushi Wada Telephone : 03-5793-9031 FAX :  
03-5793-9032

The LEGO Group Senior Director, CED, PR,  
Communication & Events Helle Winding  
Telephone : +45 7950 4536



**CUUSOO**

空想  
生活  
CUUSOO.COM

## What is Cuusoo.com?



“Having what you *really* wish for !”- Have you ever thought of something you would like to have but felt like there is no way to have it? We at elephant design, promote users innovation by giving users the opportunity to turn their dream items into real products!

Cuusoo.com is an innovative system promoting user innovation by collecting users votes and proposals for their desired items online. elephant design facilitates and promotes development and production of users' ideas , from ideal items into actual products.

## elephant design Ltd. & Cuusoo.com - Main activities

Electric TV



"Switch the design project" , a joint project between Tokyo Electric Power and Cuusoo.com . The program promotes innovative electric appliances and designs based on users ideas, in order to contribute to better future lifestyle.

CUUSOO  
JAPAN BRAND



Looking to preserve the great value of traditional craftsmanship and materials found in different parts of Japan, “Cuusoo Japan Brand” program seeks to enhance regional economy and promote , in collaboration with Japan’s Chamber of Small and Medium Enterprises.

CUUSOO MUJI



A Joint program with Muji Japan , allowing users to propose their innovative ideas for new or customized items based on Muji’s products. Once a proposed product has received 1000 votes from other users , it will be sent to production.

## About The LEGO Group

The LEGO Group is a privately held, family-owned company, based in Billund, Denmark. It was founded in 1932 and today the group is one of the world's leading manufacturers of play materials for children, employing approximately 5,000 people globally. The LEGO Group is committed to the development of children's creative and imaginative abilities. LEGO products can be purchased in more than 130 countries. LEGO and the LEGO logo are trademarks of The LEGO Group. ©2008 The LEGO Group.

### **For further inquiries please contact:**

elephant design Ltd. Community Media Division,  
Yasushi Wada Telephone : 03-5793-9031 FAX :  
03-5793-9032

The LEGO Group Senior Director, CED, PR,  
Communication & Events Helle Winding  
Telephone : +45 7950 4536



**CUUSOO**

空想  
生活  
CUUSOO.COM

## About the image that can be used

Please use the following image when you published this press release.  
The logo of the LEGO Group and “LEGO® CUUSOO” cannot be used.

The logo of “LEGO® CUUSOO” site



The logo of elephant design Ltd.



The logo of the “CUUSOO.com”



Image of users idea



<http://www.cuusoo.jp/LEGO/user/025704/0006/>



<http://www.cuusoo.jp/LEGO/user/025704/0007/>



<http://www.cuusoo.jp/LEGO/user/025704/0005/>

### For further inquiries please contact:

elephant design Ltd. Community Media Division,  
Yasushi Wada Telephone : 03-5793-9031 FAX :  
03-5793-9032

The LEGO Group Senior Director, CED, PR,  
Communication & Events Helle Winding  
Telephone : +45 7950 4536