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1. About the contest

The KOOV Challenge is an international robot contest where children are challenged to design and collaborate with their peers using KOOV's building blocks along with programming through code. In this contest, ranking high among the competitors is not the only goal. The KOOV Challenge is a contest where children meet worldwide contestants, challenge and enjoy together and go through the trial-and-error process where they are observing – thinking – talking – creating – failing - and thinking again.

We hope this contest is your first step to open a new world, by communicating with participants from around the world and gaining new ideas through KOOV robot creation.

2. Theme

The Future City

—Let's think of a convenient and fun future life

This year's KOOV Challenge will be held online under the theme of "The Future City". The contestants will be challenged to think about their lives in the future city, present what the city will look like using KOOV, and create a story telling how it will be possible using videos and texts. Big buildings, comfortable houses, trains and cars which are much faster than us walking, endless roads, traffic lights that need no language...All these things already exist in our cities. But is there anything that can be improved and can you create a building or vehicle with KOOV as a solution? If you are satisfied with your current life and think everything is convenient already, you can also come up with a story that will attract the visitors of your city by presenting its original culture. You can either put your ideas into one project, or pull together all the different things that exist in the city into a single project. Multiple projects are also allowed as long as they are combined into a video or report.

The important thing is the story of how you would make the city and entertain everyone. You can revise your work as many times as you want during the Contest Period. The previous versions of



your work may be useful in your new story. Don't forget to keep the images and videos for each version!

3. Eligibility

All KOOV users in pre-school through 9th of a private/public school residing in the US and D.C. (excluding territories) and all KOOV users regardless of age/grade residing in Japan and China who receive parental/legal guardian consent to participate in this contest (hereinafter, "players").

Players must, during the Contest Period, obtain parental or legal guardian consent to participate in the contest at time of entry by having the parent/legal guardian complete, sign and submit the consent form.

Officers, directors, and employees (and members of their household and of their immediate families, i.e., parents, children, stepchildren, spouse, siblings, "step" of each and persons residing in the same household of such immediate family members) of Sony, its subsidiaries, affiliates, sales representatives, distributors, advertising/contest/web design agencies and/or their affiliates, assigns or representatives; (hereinafter referred to collectively as "Sony & Others"), and all other persons or entities associated with the development, administration, contest, execution of, or supply to this contest are ineligible to enter or win.

4. Registration fee

NO PAYMENT OR PURCHASE IS NECESSARY TO ENTER OR WIN.

5. Sections – Player's Grade

Please choose an appropriate section according to the player's grade (as of June 1, 2021) and experience on the past editions of the KOOV Challenge. Entry is open to individual players only.

(i) Pre-school

For players in pre-school or kindergarten as of June 1, 2021.

(ii) U-G3 – Beginner Class, Expert Class

For players from 1st to 3rd grade as of June 1, 2021. We provide the following two sections according to the player's past participation experience on the KOOV Challenge.

- Beginner Class (for those who are new to the KOOV Challenge)

- Expert Class (for those who have participated in the KOOV Challenge in the past)

(iii) U-G6 – Beginner Class, Expert Class

For players from 4th to 6th grade as of June 1, 2021. We provide the following two sections according to the player's past participation experience on the KOOV Challenge.

- Beginner Class (for those who are new to the KOOV Challenge)

- Expert Class (for those who have participated in the KOOV Challenge in the past)

(iv) Over-Grade

For players 7th grade to 9th grade as of June 1, 2021.

6. Production of works

Read Rule 7 (Conditions regarding the production) and prepare the following four creations, subsections A to D:

A) Create a building, vehicle, or tool that you wish to have in the future.

B) Make your creations move with code where necessary.

C) Take videos or pictures of your work and create a video shorter than two minutes that presents the "future city".

D) Create a statement in no more than 1,000 characters describing the story behind your creation and how you want people to feel about your work.

7. Conditions regarding the production

I. Allowed equipment

There is no restriction on the number of KOOV Core, building blocks, and electronic parts used. Using other materials around you is also allowed.

II. Other conditions

- A) Players are allowed to create multiple sets of code for their works, but only one of them can be submitted. Please register the code that you want judged for this Contest.
- B) Players are allowed to edit their videos including cutting out a scene or adding subtitles, as long as they are shorter than two minutes. Editing is not mandatory and whether you edit the video or not will not affect the judge result.

If you are not sure what editing tool to use, the following applications are available on each operating system*. Each of these can be helpful for basic editing such as combining multiple clips.

*Please note that the Organizer does not guarantee the functions of the editing tools, and is not responsible for the results of using them. Third party terms and conditions apply to use.

- a. Windows 10: Microsoft Photos
- b. Mac/iPad/iPhone: iMovie
- c. Android: Google Photos

- C) Players are allowed to speak to add an explanation or play a role in the video.

III. Precautions

- A) Other than as set forth in these Rules, there're no limitations in usages of materials in your creation, but the Organizer will not be responsible for any damages or losses caused by the use of any such materials.
- B) Submitted videos and portfolios will become public. Please do not include your personal information in the videos.

SUBMISSIONS REQUIREMENTS: Submissions: (i) must be in the English language or accompanied with an English translation of the audio or visual text; (ii) must be the exclusive original work of the player(s); (iii) may not be inappropriate, offensive, libelous or defamatory, pornographic, sexually explicit, unlawful or plagiarized, as determined by Sony in its sole discretion; (iv) must not be harassing, abusive, threatening, harmful, vulgar, profane, obscene, excessively violent, racially, ethnically or otherwise objectionable or offensive in any way, as determined by Sony in its sole discretion; (v) may not violate or encourage others to violate any applicable law, statute, ordinance or regulation; (vi) may not defame or invade publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any person's personal or property rights or any other third party rights; (vii) may not contain commercial or corporate advertising, other than those relating to Sony; (viii) may not include any website URLs, viruses, worms, corrupt files, Trojan horses, or other forms of corruptive code or content that may harm or compromise the proper conduct of the contest; (ix) may not use any watermarks or distinguishing artist marks (such as signatures); and (x) if found to be in violation of these contest Rules will be disqualified and therefore removed from the contest.

By submitting an entry, player represents that (i) s/he has the unrestricted right to submit the entry; and (ii) the entry does not infringe upon any third party's proprietary or other rights. No damaged, incomplete, forged or appropriated entries will be accepted.

Player(s) may enter one (1) entry in the contest.

8. Judging method and judging criteria

All eligible entries will be judged by Organizer judging panel. Submissions will be judged in the period from September 12th , 2021 to September 29th , 2021 and winners will be announced on about October 30th, 2021 by announcement on Sony.com or YouTube.

Judging will be performed based on the following criteria.

For awards decided by judges (gold, silver and bronze prizes, see Rule 12 (Awards and Approximate Retail Values (“ARV”)) for details), the criteria is as follows:

I. Art & design – 30%

- Whether motion and design of the work utilizes KOOV’s characteristics
- Whether the work is new and original
- Whether the work is enjoyable to witness

II. Communication & leadership – 30%

- Whether a player/team followed the Rules
- Whether the work would be attractive to people from various countries and age ranges
- Whether a player has managed to find a problem and make a story towards the solution

III. Knowledge & skill – 30%

- Whether a player has a modeling skill to materialize an idea
- Whether a player has a coding skill to materialize an idea

IV. Theme-related – 10%

- Whether more people can enjoy the future city created by a player

Tie-breaker: In the event of a tie of the total amount of the judging criteria score, the judges will re-evaluate the tied entries according to the above criteria until the tie is broken.

For the award decided by judges (special award, see Rule 12 (Awards & ARV) for details), the criteria is as follows:

Theme-related

- Whether more people can enjoy the future city created by a player

Tie-breaker: In the event of a tie of the total amount of the judging criteria score, the judges will re-evaluate the tied entries according to the above criteria until the tie is broken.

9. Precautions regarding judging

I. Works that do not comply with these Rules, including the following provisions, are excluded from the contest and will not be judged hereunder:

- A) A work that does not align with Rule 6 (Production of works) and Rule 7 (Conditions regarding the production)
- B) A work that is ineligible under Rule 14 (Prohibited matters).

II. Other precautions

- A) The number of KOOV cores, blocks and electronic parts used in entries will not affect judge results.
- B) Videos and statements are subject to be judged. Coding will be judged as an adjunct, so please submit code that you want judged in this Contest in the KOOV app.
- C) The Organizer will not accept any inquiries regarding judge results. Organizer's decisions are final and shall not be appealable.

10. How to register to enter the contest

Registration will open July 25, 2021, 11:00PM (PDT) and will close ends September 8, 2021, 11:00PM (PDT) ("Contest Period").

Please complete the registration and entry process as follows during the entry period.

1. Log in to the User's Page <<https://www.koov.io/members>> using the account of the player who is to enter and fill out the registration form and parent/legal guardian's consent form.
2. Register your work on the KOOV app. You can register from the contest section at the top of the "Free Production" page.

11. Contest Period



All entries must be submitted during the Contest Period. Organizer's computer is the official clock for the contest.

Please make sure not to be late for the registration deadline as late entries are not eligible for entry or to win.

12. Awards and Approximate Retail Values ("ARV")

There will be up to 42 winners and the winners will receive awards as set forth below.

- A) Sony will contact players who are winners via email from <challenge@koov.io>. Please make sure that the address is not filtered by your email settings. Gold Award (one for each of the 6 sections in Section 5(a) – Player's Grade) –certificate identifying as a winner (ARV \$66.80) and digital still camera DSCWX350 (ARV \$289.99)
- B) Silver Award (one for each of the 6 sections in Section 5(a) – Player's Grade) –certificate identifying as a winner (ARV \$66.80) and wireless headphones WFXB700 (ARV \$129.99)
- C) Bronze Award (one for each of the 6 sections in Section 5(a) – Player's Grade) –certificate identifying as a winner (ARV \$66.80) and portable BLUETOOTH® speaker SRSXB23 (ARV \$79.99)
- D) Special award (selected up to 4 from each of the 6 sections in Section 5(a) – Player's Grade)
Award: certificate identifying as a winner (ARV \$33.40)

Special awards will be awarded to players/teams whose works are outstanding in the judges' perspectives mentioned in Rule 8 (Judging criteria) (theme-related). There may be cases in which no winner of this Special award is selected.

Potential ARV Contest award package is \$5,003.82 (USD). All federal, state, and local taxes and fees associated with the award receipt and/or use, if any, are solely the responsibility of winner's parent or legal guardian. The winner's parent or legal guardian will be responsible for paying all

costs and expenses related to the award that are not specifically mentioned herein, including but not limited to, participation in the contest or use of award.

IMPORTANT: Sony has no responsibility for a winner's inability or failure to accept or utilize an award as described herein. Awards in this contest are nonredeemable, nontransferable, non-assignable and non-substitutable except that Sony may, at its sole discretion, substitute an award or any component thereof with one of equal or greater value. The parents and/or legal guardians of the potential winners of the contest may each be required to sign and return within ten (10) days of notification or attempted notification of being a potential winner, an Affidavit of Eligibility/Compliance (including Social Security Number/information as required for tax reporting purposes) & Publicity/Liability Release (where permitted by law), or the award may be forfeited in its entirety and, time allowing, an alternate potential winner(s) will be selected.

If a potential winner is found to be ineligible, is not in compliance with these contest Rules, is disqualified or forfeits award for any reason, declines to accept the award, or if the award notification or award is returned as undeliverable, Organizer reserves the right to award the award to an alternate player who will also be selected per the judging criteria from all remaining non-winning entries received during the Contest Period. If after a good-faith attempt Organizer is unable to award or deliver an award, the award will not be awarded.

Awards will be mailed by December 10th, 2021. The Organizer will contact the parent/legal guardians of the awarded players to acquire the postal addresses to send awards. The Organizer cannot provide players with awards if guardians don't reply by November 20th, 2021 or refuse to provide their postal addresses.

The Organizer will also present a digital certificate to all players who participate in the contest.

13. Award Announcement

The results will be announced via a YouTube video on Sony Global Education's official channel and on sony.com. We may ask some of the award winners to give a one-minute comment on their



thoughts about the work and about winning an award upon prior request (by way of their parent/legal guardian).

I. Date and time

Will be published on October 30, 2021, at 6:00 PM (PDT)

14. Prohibited matters

- I. Programming done by someone other than players him/herself.
- II. Robot building done by someone other than players him/herself.
- III. Video/statement creation done by someone other than players him/herself.
- IV. Submission of copied works.

Submission of works that may harm the operation of the contest, such as computer viruses.

Submission of works or acts judged by the Organizer to be inappropriate, such as works or acts that attack or slander others, include racism, pornography, or sexual content, or infringe the rights of third parties. Submission of works that don't align to these Rules, or the Organizer's instructions

15. RELEASE: By acceptance of an award, the winner and their parent/legal guardian release Sony & Others, from and against any and all liability and claims or causes of action, including, but not limited to, personal injury, death, or damage to or loss of property with respect to all aspects of this contest, including those arising out of participation in this contest, any award related activity whether sponsored by Sony & Others or third parties, or the acceptance or possession or use/misuse of the award or any component of the prize.

16. LIMITATIONS OF LIABILITY/INTERNET: Sony & Others are not responsible for interrupted or unavailable network server or other connections, miscommunications, failed telephone or computer transmissions or jumbled, scrambled or misdirected entries or transmissions, or for phone, electrical, network, computer hardware or software or program malfunctions, failures or difficulties or for other errors, omissions, interruptions, or deletions of any kind whether human,



typographical, mechanical or electronic or for any damage to any person's computer related to participating in the contest. Sony & Others are not responsible for illegible, unintelligible, late, lost or stolen entries or incorrect or inaccurate entry information, whether caused by Internet users or by any of the equipment or programming associated with or utilized in the contest or by any technical, typographical or human errors which may occur in the processing of any entries in this contest. Any player who attempts to interfere with the proper play of this contest will be disqualified from participation in the contest. Persons found tampering with or abusing any aspect of this contest, as solely determined by Sony, will be disqualified and may be subject to prosecution. If in the judgment of Sony, the contest is compromised by viruses, bugs, non-authorized human intervention or other causes beyond the control of Sony, which corrupt the administration, security, fairness or proper play of the contest, Sony reserves the right, in its sole discretion to discontinue, modify, suspend or terminate the contest and proceed in a manner it deems fair and reasonable, including the selection of winners from among eligible entries received prior to such discontinuation, modification, suspension or termination. FOR US PLAYERS: Any personally identifiable information collected during an player's participation in this contest will be collected by Sony and used by Sony and its agents solely for purposes of the proper administration and fulfillment of the contest as described in these Official contest Rules or as stated in Sony's Privacy Policy at <http://products.sel.sony.com/SEL/legal/privacy.html>.

ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SONY RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW. In the event of a dispute as to the identity of a potential winner based on an email address, the winning entry will be deemed to have been made by the Authorized Account Holder of the email address submitted at time of entry. "Authorized Account Holder" is defined as the natural person who is assigned to an email address by an Internet access provider, on-line service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email



address. **SONY MAKES NO WARRANTIES OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NONINFRINGEMENT.**

17. DISPUTES: For US players (and their parents/legal guardians): Issues concerning the construction, validity, interpretation and enforceability of these Official contest Rules shall be governed by the laws of the State of Delaware, United States. All disputes arising out of or connected with this contest will be resolved individually, and without resort to class action. Should there be a conflict between the laws of the State of Delaware and any other laws, the conflict will be resolved in favor of the laws of the State of Delaware. All judgments or awards shall be limited to actual incurred out-of-pocket expenses (excluding attorneys' fees) associated with participation in this contest and shall not include any indirect, punitive, incidental and/or consequential damages.

18. GENERAL: By participating in the contest, players agree to these contest Rules and the decisions of Sony, which are final, binding and non-appealable in all matters and all respects relating to this contest. This contest is void where prohibited by law.

By participating in the contest and providing the Submissions to the Organizer in connection with the contest, each player shall retain all right, title and interest (including copyright) in and to the Submission. Players acknowledges that Submissions will not be returned to player. Acceptance of an award constitutes the winner's consent, by way of parent or legal guardian, to the use of her/his name, biographical information, photograph, and/or likeness for advertising and publicity purposes as determined by Sony or its designees without further compensation, except where prohibited by law. All federal, state and local laws and regulations apply. Sony & Others are not responsible for any entries and/or entries that are lost, late, undelivered, misdelivered or postage due mail.



19. WINNERS LIST: For the name of the winners, no later than January 31, 2022 send an email with the following subject line: KOOV Challenge 2021 Contest Official Rules contest Winners List, via email to: koov@sony.com

Organizer: FOR US: Sony Electronics Inc., 16535 Via Esprillo, SD, CA 92127

For other regions: Sony Global Education, HI Gotanda Building 3F, 2-11-17 Nishi-Gotanda, Shinagawa-ku, Tokyo 141-0031, Japan

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