LEGO Group Adds New Partner to its LEGO® MINDSTORMS® Development Network to Bring RFID Sensor to LEGO Robotics

BILLUND, Denmark, January 10, 2008 – The LEGO Group today announced partnership with Codatex Hainzlmaier GmbH & Co.KG, of Salzburg, Austria to allow the manufacture and sale of hardware accessories certified by the LEGO Group for the LEGO® MINDSTORMS® NXT robotics toolset. This partnership represents the continued evolution of the company's commitment to community-driven innovation and open-source development surrounding its next generation robotics system.

The contract between the LEGO Group and Codatex was signed October 21, 2007 at LEGOWorld, an annual gathering of LEGO fans and community members in Europe, where a prototype sensor was demonstrated to attendees.

The third-party licensing agreement gives Codatex Hainzlmaier GmbH & Co. KG access to official LEGO MINDSTORMS NXT sensor housings to develop and market accessory sensors compatible with NXT that are complimentary to the look, style and function of the NXT toolset. Codatex' sensors will integrate seamlessly within the NXT software programming environment and are tested to the same high quality and tolerance standards as the LEGO Group's own manufactured products.

RFID, which is short for Radio Frequency Identification, is a leading edge technology used in many industrial and commercial applications, like all kinds of access control, animal identification, supply chain management and many more. The first version of the new RFID Sensor will read 125 kHz transponders. The number stored in the transponders is of 5 byte length allowing a variety of more than 1 trillion combinations.

Within the LEGO MINDSTORMS NXT world the RFID sensor will allow users, for example, to protect their programs, so you can only start it with an individual key transponder. There is also an unlimited flexibility to program different actions upon identification of different transponders.

"We are thrilled to include Codatex as new licensee and look forward to add the RFID sensor to the LEGO MINDSTORMS portfolio of 3rd Party accessories," said Steven Canvin, Marketing Manager for LEGO MINDSTORMS. "We expect to see many new play scenarios evolve around the RFID sensor, which we believe will expand children and adult enthusiasts' ability to build and program robots that do what they want."

"We are very proud to launch the RFID sensor for the MINDSTORMS NXT platform," said Hermann Hainzlmaier of Codatex. "As an accessory to the NXT, we believe that the RFID sensor will open up for many new play experiences for both young and old users, and this is only the beginning, because we have many more ideas for products and accessories to come!"

LEGO MINDSTORMS NXT is a robotics toolset that provides endless opportunities for armchair inventors, robotics fanatics and LEGO builders ages 10 and older to build and program robots that do what they want. The set includes 571 LEGO TECHNIC® pieces, the NXT intelligent brick, touch, light, ultrasonic and sound sensors, 3 interactive servo motors, USB 2.0 cable, is Bluetooth enabled and features a new PC/MAC compatible programming software powered by LabVIEW from National Instruments that features 18 robotics building and programming challenges to inspire robotics creation.

MINDSTORMS NXT is available online and at most toy and discount merchandise retailers at a suggested retail price of 249.99 USD and 289,99 EUR.

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About Codatex Hainzlmaier
Codatex Hainzlmaier GmbH & Co.KG has experience in RFID since its very beginning in the mid- 80s. With its small team of experts, Codatex has specialized on developing and marketing RFID OEM products for access control and time and attendance equipment.

NOTE: LEGO MINDSTORMS NXT information and product images can be downloaded from www.mindstorms.com/press.
See www.codatex.com and www.legomindstorms.com for more information on coming products and details.