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1. About the contest

KOOV Challenge is an international robot contest where children are challenged to create different expressions and collaborate with their peers using KOOV's simple blocks and through free-style coding. KOOV Challenge is a contest where children meet worldwide contestants, challenge and enjoy together the trial-and-error process of 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

“KOOV Future Concert”

Create cool and “attractive” musical instruments that no one has ever seen before.

In this year’s KOOV Challenge, children are taking part in online music concert by creating “attractive musical instruments” and playing songs with them. It should be something new and attractive, not just creating a “guitar” in the KOOV app’s robot recipe. It doesn’t have to be a buzzer that makes sound, and remember that songs are always composed with various factors like accompaniments, percussions, etc. Let’s try expressing those sounds using KOOV and other materials around you. Using motors and sticks may allow you to make rhythmic sounds. Using a spoon or fork in combination with KOOV may sound like a bell. Singing along with your musical instrument, adding whistle sound, using materials such as tape, clothespin, aluminum foil may help you be more creative.

3. Eligibility

All KOOV users in grades 1st 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 send the consent and entry form which is announced on the email sent to KOOV account email address from the Organizer.

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

Players may enter as one of the following six sections.

(a) Individual

For players joining the contest as an individual player. Please choose a section from the following.

(i) U-G3

For players from 1st to 3rd grade as of September 1st, 2020.

(ii) U-G6

For players from 4th to 6th grade as of September 1st, 2020.

(iii) Over-Grade

For players 7th grade to 9th grade as of September 1st, 2020.

(b) Team

For players joining the contest as a team of 2-3 players. Please choose a section from the following.

(i) U-G3

For teams which all members are in 1st to 3rd grade as of September 1st, 2020. All team members must not be older than 3rd grade as of September 1st, 2020.

(ii) U-G6

For teams which the eldest team member is in between 4th to 6th grade as of September 1st, 2020. All team members must not be older than 6th grade as of September 1st 2020.

(iii) Over-Grade

For teams which the eldest team member is in between 7th to 9th grade as of September 1st, 2020. All team members must not be older than 9th grade as of September 1st, 2020.

6. Production of works

I. Production of works

Read the conditions described in Rule 7 (Conditions regarding the production) and prepare the following:

- A) Create an “attractive musical instrument” using KOOV that no one has ever seen before.
- B) Create 2 videos (each video cannot be longer than 60 seconds) that show how the musical instrument can play both the default song and chosen song, described in Rule II. (Songs) (one video for default song and one video for chosen song).
- C) Create a statement (describing your story detailing the creation of your musical instrument, how you want people to feel about your musical instrument, etc.) within a 255 word limit.

II. Songs

A) Default song

“If You're Happy and You Know It”

B) Chosen song

Utilize your favorite nursery rhyme or folk song.

Note: Before selecting a chosen song, be sure to check the copyright management status yourself and confirm that it is a song that does not require a license, or you solely obtain the license from the right holder. You can check the copyright management status of the song you select at the following websites:

ASCAP <https://www.ascap.com/repertory>

BMI <http://repertoire.bmi.com/StartPage.aspx>

7. Conditions regarding the production

I. Equipment allowed to use and method of performance

A) For players joining the individual section

Only a single KOOV core can be used. The number of blocks and electronic parts are not limited. You can use materials around you other than KOOV parts. The number of players playing the “attractive musical instrument” and showing up in the video submissions is limited to the one KOOV player.

B) For players joining the team section

Up to 3 KOOV cores can be used. The number of blocks and electronic parts are not limited. You can use materials around you other than KOOV parts. Only the team members can show up in the video submissions to play the “attractive musical instrument”.

II. Other conditions

A) Use the same “attractive musical instruments” to play both the default and chosen songs.

- B) Players can use the following clips for the default song performance (e.g. using the clips for main melody and add rhythms to the “attractive musical instruments”)

It is not allowed for the players to use any other music clips in their works.

<https://youtu.be/dVxXS1FekKw>

<https://youtu.be/pYg2zImJlxo>

- C) Players can use different KOOV programs between the default and chosen songs.
- D) Players can arrange the song’s original tempo/major.
- E) Players can use materials other than KOOV blocks/electronic parts but such parts must be operated by KOOV. For example, if you want to make sounds by hitting the desk with sticks, it must be the KOOV hitting the desk, not you.)
- F) Players can whistle, clap your hands along with “attractive musical instruments”. However, singing along with the melody of “If You're Happy and You Know It” is not allowed due to copyright.
- G) You cannot play existing musical instruments (e.g. you playing the piano is not allowed). However, you may let KOOV play the existing musical instruments.

III. Precautions

- A) Other than as set forth in these Rules, there’re no limitations in usages of materials in creating “attractive musical instruments”, 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 to 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 December 1st, 2020 to December 13th, 2020 and winners will be announced on December 19th, 2020 in online award ceremony.

Judging will be performed based on the following criteria.

For awards decided by judges (gold, silver and bronze, see Rule 14 (Award) 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 the work would require cooperation of team members (applied exclusive to team section)

III. Knowledge & skill – 30%

- Whether a player/team have modeling skill to achieve higher level of robot design
- Whether a player/team have coding skill to achieve higher level of robot programming

IV. Theme-related – 10%

- Whether a player/team demonstrated the ability to show their imagination using sounds and rhythm

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 awards decided by judges (special awards, see Rule 14 (Award) for details), the criteria is as follows:

[Special award for art & design]

Art & design – 100%

- 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

[Special award for communication & leadership]

Communication & leadership – 100%

- Whether a player/team followed the Rules



- Whether the work would be attractive to people from various countries and age ranges
- Whether the work would require cooperation of team members (applied exclusive to team section)

[Special award for knowledge & skill]

Knowledge & skill – 100%

- Whether a player/team has modeling skill to achieve higher level of robot design
- Whether a player/team has coding skill to achieve higher level of robot programming

[Special award for Music]

Theme-related – 100%

- Whether a player/team demonstrated the ability to show their imagination using sounds and rhythm

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

For awards decided by number of votes (audience award and US honor award see Rule 14 (Award) for details):

Audience award will be decided among all eligible players, by the number of votes received from among all contest players in the KOOV app during the voting period.

US honor award will be awarded to a player/team in the US, including DC (excluding territories) and decided among entries from US, including the D.C. (excluding territories) by the most number of votes received from among said players in the KOOV app during the voting period.

Tie-breaker: In the event of a tie with regard to voting on the audience award/US honor award winner, the judges will evaluate the tied entries according to the above criteria in Rule 8 until the tie is broken.



9. Precautions regarding judge

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 applicable to Rule 16 (Prohibited matters).

II. Other precautions

A) The number of KOOV cores, blocks and electronic parts used in entries will not affect judge results.

B) 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 October 20th, 2020 11:00PM (PDT) and will close ends November 30th, 2020 at 10:00PM (PST) ("contest period").

1. Player should submit player's work to the KOOV app's Free Production, via the "for the contest" section.
2. Player may access the registration page to enter the contest from the email sent to KOOV account email address from the Organizer.
3. The player must submit their work for entry and agree to privacy policy to complete the registration.

See the KOOV Challenge contest details at <https://challenge.koov.io/hc/>

Please confirm the following in registering for the contest.

A) Parents/legal guardians must complete the registration and consent and entry form as stated herein.

B) The entry must be submitted on the KOOV app during the contest period.

i. Video submissions may not exceed 60 seconds (longer than usual Free Production)



- C) Video submissions must be submitted via KOOV app's Free Production under the "for the contest" section during the contest period.

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.

12. About mutual communication among participants and voting

On December 1st, 2020 (around 10:00PM PST), all the works submitted for the contest will become public on the event's special website which will be accessible from the contest participants' KOOV User's page and KOOV app. All players who submitted their works in the contest can add comments to others' works and chat with players around the world. Votes made for the works will be reflected to judge for audience award and US honor award.

Players can access special website from their KOOV User's page and KOOV app starting from December 1st, 2020 10:00PM (PST).

13. Voting period

From December 1st, 2020 10:00PM (PST) to December 13th, 2020 10:00PM (PST) ("Voting Period").

Limit one (1) vote per day per IP Address for the entire Voting Period. The voting is open to eligible players of the contest. All votes are subject to final verification by Organizer. Organizer has the right to void any votes that, Organizer deems in its sole discretion, are received fraudulently, submitted (i) not in accordance with the spirit and letter of these Official Rules; or (ii) via the use of automated software.

Organizer shall have no duty or obligation to release results of scoring, identity of judges, or justification of results.



Tie-breaker: In the event of a tie with regard to voting on the audience award/US honor award winner, the judges will evaluate the tied entries according to the criteria in Section 8 until the tie is broken.

14. Awards and Approximate Retail Values (“ARV”)

There will be 49 winners and each winner will receive one (1) of the following awards. If the winner is a team, each of the team members will each receive one (1) of the following awards.

Sony will contact players via email from <challenge@koov.io>. Please make sure that the address is not filtered by your email settings.

Awards will be emailed to the winners.

I. Awards decided by judges

- A) Gold Award (one for each 6 sections) – one digital certificate identifying as a winner, shield (ARV \$66.80) and KOOV original novelty tote bag (ARV \$3.00)
- B) Silver Award (one for each 6 sections) – one digital certificate identifying as a winner, shield (ARV \$66.80) and KOOV original tote bag (ARV \$3.00)
- C) Bronze Award (one for each 6 sections) – digital certificate identifying as a winner, shield (ARV \$66.80) and KOOV original tote bag (ARV \$3.00)
- D) Special awards (selected up to 4 from each 6 sections)

Award: digital certificate identifying as a winner, shield (ARV \$33.40) and KOOV original novelty tote bag (ARV \$3.00)

Special awards will be awarded to players/teams whose works are outstanding in each judge perspectives mentioned in Rule 8 (Judge criteria) (art & design, communication & leadership, knowledge & skill, theme-related). There may be cases in which no winner of this award is selected.

II. Award decided by players’ votes within the KOOV app, the one (1) player or team who receives the most votes during the contest period will win:



A) Audience award (one for each 6 sections) -- digital certificate identifying a winner, shield ARV (\$33.40) and KOOV original tote bag (ARV \$3.00)

B) US honor award (one player or team from US submissions)

Award: One Wireless Earphones - model WF1000XM3 (ARV \$229.99)

US honor award will be awarded to a player or a team who resides in the US and gained the most votes from among US players. US honor award can win other awards.

Potential ARV Contest award package is \$2,578.39 (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.

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 January 10th, 2020 or refuse to provide their postal addresses.

For the awards for team sections, all the awards will be sent to the team leader's postal address.

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

15. Online award ceremony

Award ceremony will be held online. We may ask some awarded players (by way of their parent/legal guardian) to give comments (thoughts on their works and their feelings in being awarded) in 2 minutes or less.

I. Date and time

December 19th, 2020 5:00 PM to 6:00 PM (PST)

II. Agenda

Will be announced to registered email addresses around the beginning of December.

III. How to join

Will be announced to registered email addresses around the beginning of December.

IV. Precautions

A) Please do not record or take screenshots of the ceremony.

B) Attending the ceremony is not mandatory. Results of the contest will also be announced on the contest's website afterwards. <https://challenge.koov.io/hc/>

C) It's not mandatory for the participants to turn their videos on during the ceremony.

D) The Organizer will inform players (through parent/legal guardians) about changes in above, if any.

E) Please do not share the URL of an online award ceremony on social media etc.

16. 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.
- V. Submission of works that may harm the operation of the contest, such as computer viruses.
- VI. Submission of works judged by the Organizer to be inappropriate, such as works that attack or slander others, works that include racism, pornography, or sexual content, or works that infringe the rights of third parties.
- VII. Submission of works that don't align to these Rules.

17. 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.

18. 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.**

19. 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.

20. 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.

21. WINNERS LIST: For the name of the winners, no later than March 31, 2020 send an email with the following subject line: KOOV Challenge 2020 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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