KOOV Challenge 2022 Contest Official Rules

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1. About the contest

The KOOV Challenge USA is a national robotics 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 USA is a contest where children meet worldwide contestants, challenge and enjoy concepts together and go through the trial-and-error process where they observe – thinking – talking – creating – failing - and thinking again.

We hope this contest is your first step into a unique experience of communicating with participants from across the United States of America and gain new ideas through KOOV robot creation.

2. Theme

My Robot Companion
—Discover a new creature and creation that is right there by your side.

This year’s KOOV Challenge will be held online under the theme of "My Robot Companion". The contestants will be challenged to think about an ideal robot for their everyday lives and to help tackle each day tasks, present what the companion will look like using KOOV, and create a story telling what is does using videos and text.

Animals big and small, vehicles and cleaning and reading robots are all companions that make the completing a task or may even just help to feel happy or relief. But is there anything that can be thought of or improved to truly make a robot companion.

If you are satisfied with a current companion in your life, you can also come up with a story that tells others, who may see your companion, why your companion is the best companion.

You can either put your ideas into one project, or pull together different ideas that combine to be a single project, multiple projects are also allowed as long as they are combined into (1) one video or report.
The important thing is the story of what your companion does to help or accompany you to do everyday things during a time when there is more isolation between people. You can revise your work as many times as you want during the Contest Period. The previous versions of your work may be useful and added into your new story. Don't forget to keep the images and videos for each version!

3. Eligibility

All KOOV users ages 8 through 14 residing in the US and D.C. (excluding territories) 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 in 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. Production of works

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

A) Create a creature, animal or object to be a personal companion.

B) Make your creations move with code where necessary.

C) Take videos or pictures of your works and create a video shorter than two minutes that presents "My Companion Robot".

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.

6. 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 work, but only one of them can be submitted.

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. If you are not sure what 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 explanations or play a role in the video.

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.

7. Judging method and judging criteria

All eligible entries will be judged by Organizer judging panel. Submissions will be judged in the period from March 13th, 2022 to April 5th, 2022 and winners will be announced on April 5th, 2022 by announcement on https://electronics.sony.com/koov.

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 – 25%
   - 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

V. Group or Individual participation – 5%
   - Whether a player/team all contributed to the project

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 – 100%
• Whether more people can enjoy the future city created by a player

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.

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 a representative set of code that you want judged in the 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 January 20, 2022, 11:00PM (PDT) and will close March 13th, 2022, 11:00PM (PST) (“Contest Period”).
Please complete the pre-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.

2. Register your work on the KOOV app. You can register from the contest section at the top of the "Free Production" page.

See the KOOV Challenge contest details at https://electronics.sony.com/koov.

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 12 winners, and each winner will receive one (1) of the following awards. If the winner is a team (up to 3 people) each of the team members will receive one (1) of the following awards.

Sony will contact players via email from <KOOV@sony.com>. Please make sure that the address is not filtered by your email settings.

Awards will be emailed to the winners.

   A) Gold Award –certificate identifying as a winner, aibo Companion Robot ERS1000 (ARV $2899.99), KOOV branded tote bag ($20.00).

   B) Silver Award –certificate identifying as a winner, and wireless Neckband Speaker SRSNS7 (ARV $299.99), KOOV branded tote bag ($20.00).

   C) Bronze Award –certificate identifying as a winner, and KOOV Educator Kit EKV250B (ARV $519.99), KOOV branded tote bag ($20.00).
NSBE subcategory award

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B) Silver Award – certificate identifying as a winner, and wireless Neckband Speaker SRSNS7 (ARV $299.99), KOOV branded tote bag ($20.00).

C) Bronze Award – certificate identifying as a winner, and KOOV Educator Kit EKV250B (ARV $519.99), KOOV branded tote bag ($20.00).

Potential ARV Contest award package is $7,499.94 (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, nonassignable 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 March 21, 2022. The organizer will contact the parent/legal guardian of the awarded players to acquire the postal address to send the awards. The organizer cannot provide players with awards if guardians don’t reply by March 17th, 2022. The Organizer will also present a digital certificate to all players who participate in the contest.

15. Award Announcement

The results will be announced via a YouTube video on https://electronics.sony.com/koov.

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 March 15, 2022 at 1:00PM (PST)

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

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
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, 2022 send an email with the following subject line: KOOV Challenge 2022 Contest Official Rules contest Winners List, via email to: koov@sony.com

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

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