

Lego Takes on Minecraft With Video Game

Lego is taking on Minecraft by introducing a video game

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Lego, a Danish toy manufacturer has released a rival video game to Minecraft.

Lego Worlds is now available, priced at PS11.99, via the Steam gaming platform. Its final release will be in 2016, with modern and classic playsets as well as the most popular mini-figures.

Features are added in response to feedback from players of the game.
ntzsw8

Lego already sells Minecraft playsets so gamers can physically construct their virtual creations. And Lego Worlds will invite fans to play the same game in reverse.

Tom Stone, managing director of TT Games, which will release Lego Worlds, said it "embodies the physical, Lego brick-building fun that fans have enjoyed for decades but on a platform that offers a completely new kind of experience using the beloved bricks".

He said, "From the brick-by-brick editor, to discovering an extensive selection of items, characters and creatures to fill your worlds - there are endless creative possibilities."

Favorite toy

Daniel Goldberg, who wrote an article about the development of Minecraft said that he was "surprised" that it took so long.

He said that Minecraft was exactly what Lego should have done 10 years ago.

"I'm sure it will be a huge success for them."

Markus Persson, the Swedish game designer who invented Minecraft has not shied away from his love of Lego. It appears that the admiration is reciprocal.

Speaking last year, David Gram, Lego's marketing director, said that "Minecraft is a digital Lego. It's a great idea however, we would have liked to have invented it."

Mr. Goldberg thinks Mr. Persson, also popularly known as Notch, is likely to be "flattered" by the outcome of the game.

"Lego was his favorite toy as a child, and was the primary inspiration behind Minecraft, so it is nice to see things coming full circle," he said.

"I believe there will be no animosity. Game developers generally tend to be flattered when someone copies their game."

Lego isn't just designed for children, but also adult collectors.

Microsoft bought Minecraft in the year 2000. It is a huge success with both children and adults.

"The gamers who play Minecraft has proven itself to be huge, so I'm sure there will be plenty of room for both games," said Mr. Goldberg.

Minecraft is the most streamed game on video.

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Lego