

Lego Takes on Minecraft With Video Game

Lego is taking on Minecraft by introducing a video game

2 June 2015

Danish toy company Lego has launched a rival to the popular video game Minecraft.

Lego Worlds is available now, priced at PS11.99 on the Steam gaming platform. Its final release, featuring classic and modern playsets , as well as famous mini-figures, will be released in 2016.

Feedback from players will be used to add features.

Lego already sells Minecraft playsets that allow gamers to build their virtual creations. Lego Worlds invites fans to reverse the process.

Tom Stone, managing director of TT Games, which will launch Lego Worlds, said it "embodies the physical, Lego brick-building fun that consumers have enjoyed for decades and is now a digital platform that delivers an entirely new experience using the beloved bricks".

He said, "From the brick-by-brick editor, to discovering an extensive variety of characters and creatures that can populate your worlds - there are endless possibilities for creativity."
<https://serverstat.net/>

Favorite toy

Daniel Goldberg, who has written a book about the development of Minecraft, said he "was surprised that it has taken them this long".

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

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

Markus Persson, the Swedish game developer who developed Minecraft has not hidden his

love for Lego. It seems that the admiration is reciprocal.

David Gram, Lego's Marketing Director, said last year that "Minecraft was digital Lego." We only wish we had invented it."

Mr Goldberg believes that Mr Persson Also known as Notch will be "flattered by the match."

He said that Lego was his favorite toy as a kid, and that it was the main source of inspiration for Minecraft. It was enjoyable to see things go full circle."

"I don't think that there will be any animosity. The majority of game developers are usually happy when someone copies their game."

Lego is marketed to children , but also to the serious group of adult fans.

Microsoft bought Minecraft in the year 2000. It has been a huge hit for both adults and kids.

"The game's audience, as well as Minecraft has proven to be quite big and I'm sure there will be a place for both games," said Mr Goldberg.

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Lego