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Stratford

(54) **INTERACTIVE TRANSFORMING ANIMATED HANDHELD GAME**

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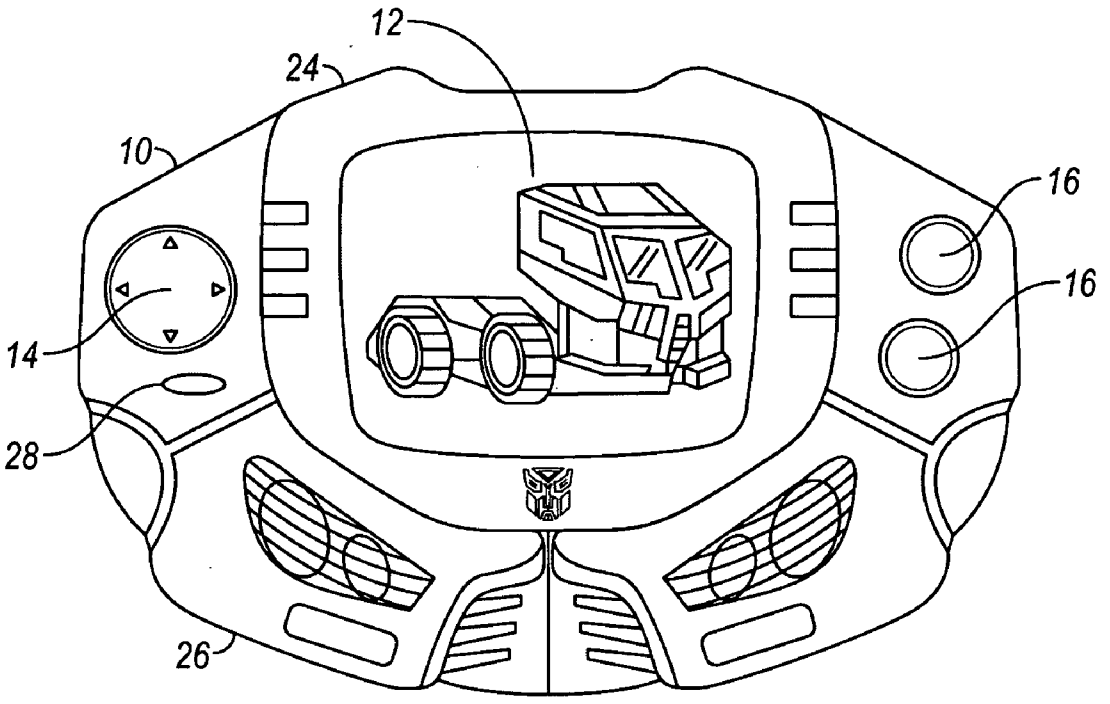
(52) **U.S. Cl.** **463/46**

(57) **ABSTRACT**

An interactive handheld electronic game product includes a mechanically transformable casing, which upon mechanical transformation, signals transformation of the functionality of certain inputs as well as aspects of the virtual on-screen environment, e.g. the displayed characters. The transformed functionality of the inputs and the transformed aspects of the virtual environment remain locked or static until further mechanical transformation. A visual display on a frame block displays two or more virtual environments corresponding separately to the first standard configuration and the second extended configuration of the toy block assembly. A user input switch is provided for controlling the displayed virtual environments, and an extension sensor is disposed between the frame block and an extension block. A memory device provides memory segments in communication with a processor responsive to the extension sensor to enable generation of extended configuration inputs with the user input switch for controlling the display in the virtual environment corresponding to the extended configuration.



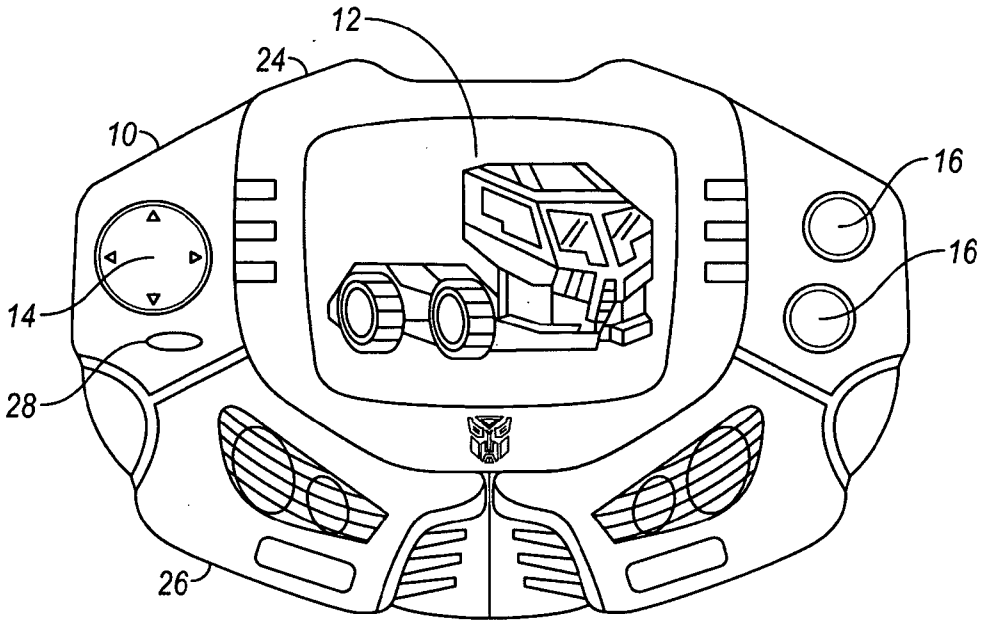


FIG. 1A

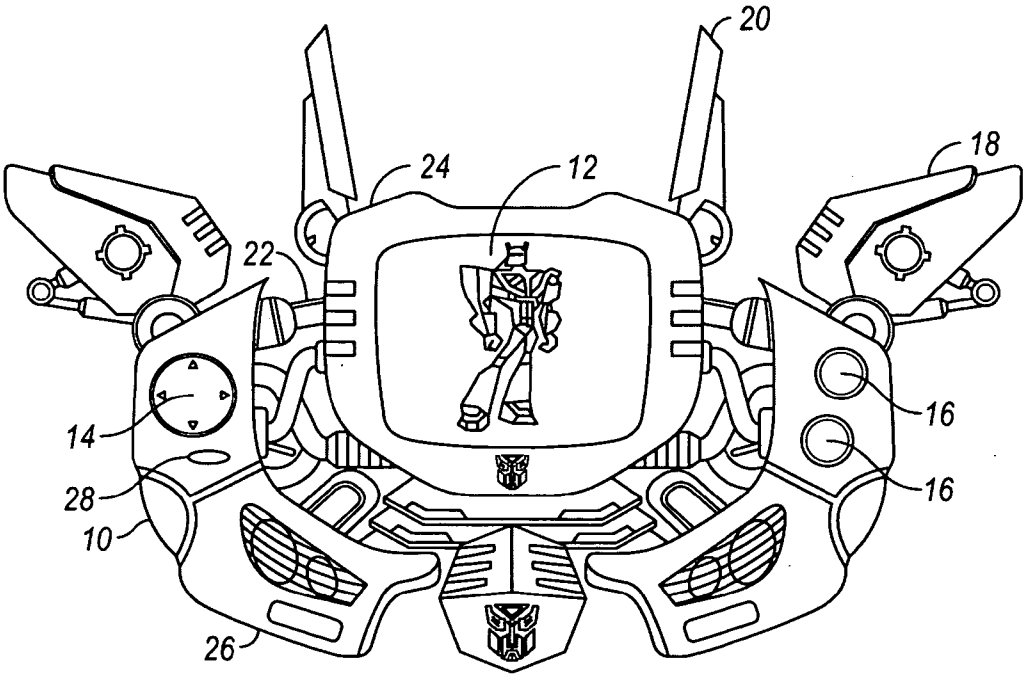


FIG. 1B

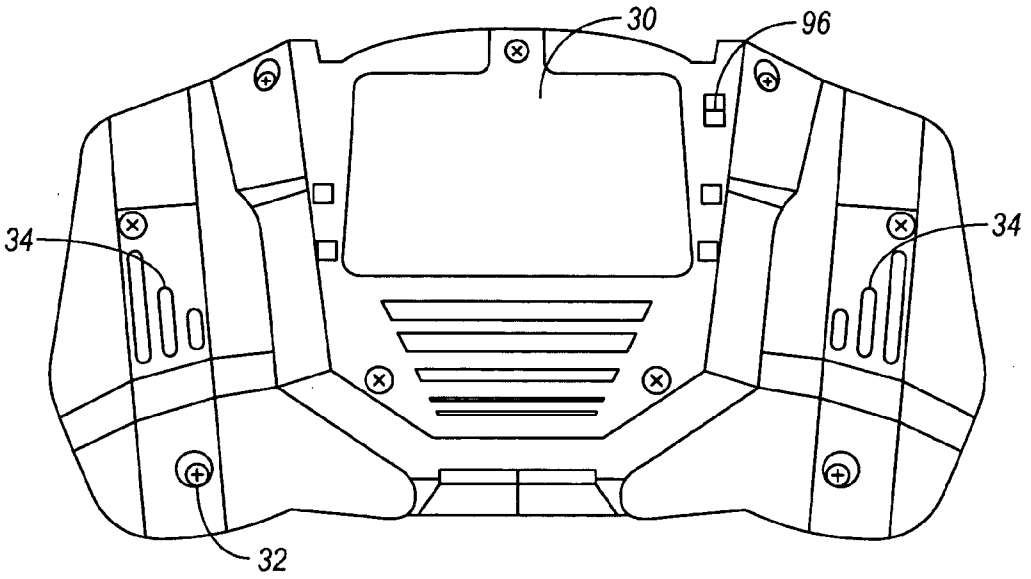


FIG. 2A

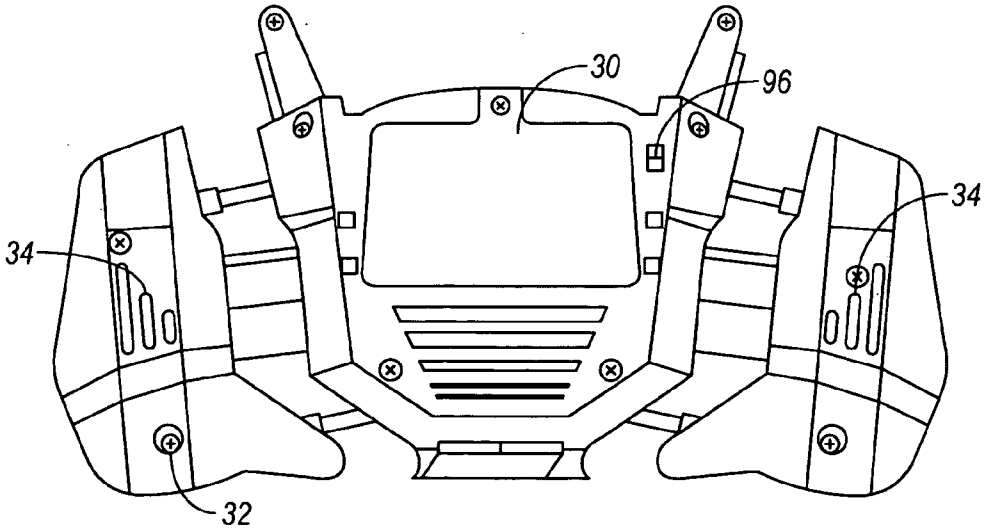


FIG. 2B

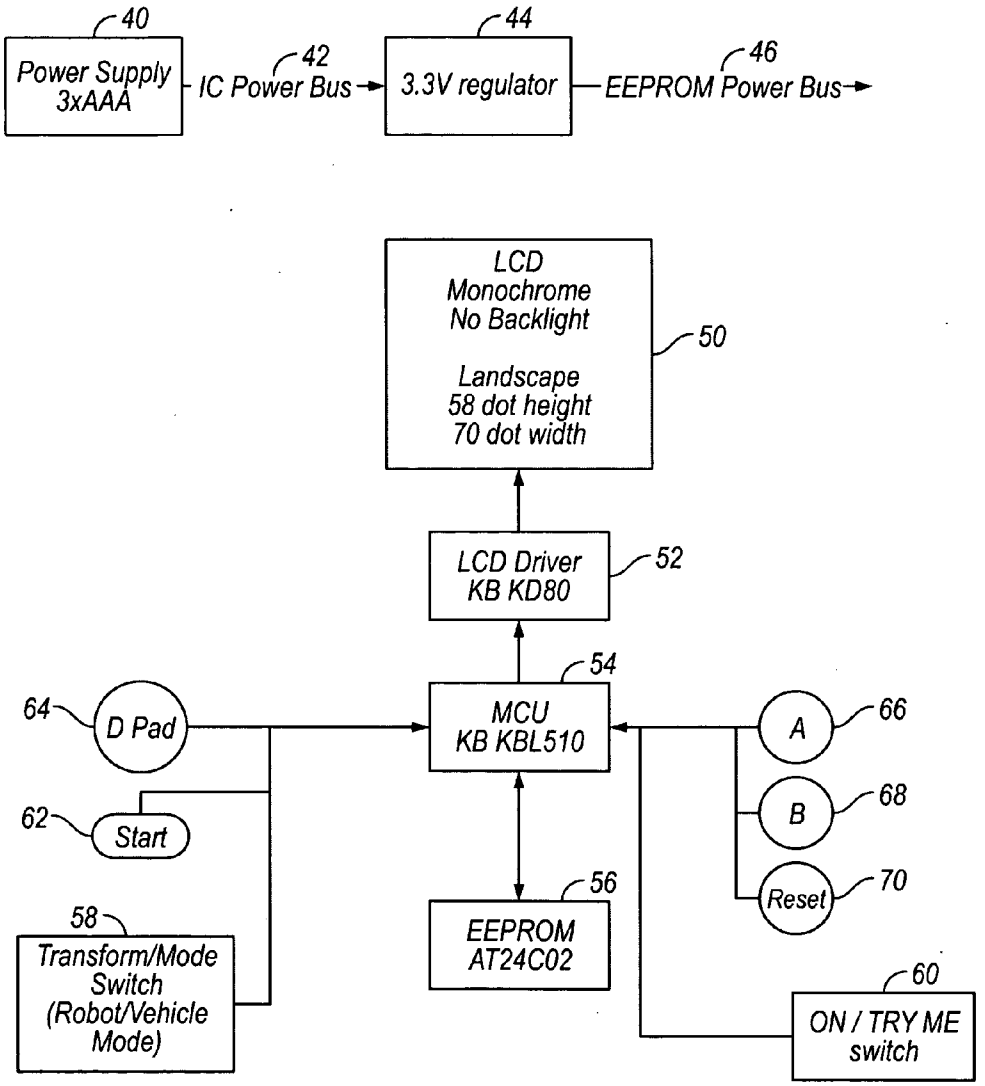

40
Power Supply
3xAAA
42
IC Power Bus
44
3.3V regulator
46
EEPROM Power Bus
LCD
Monochrome
No Backlight
Landscape
58 dot height
70 dot width
50
LCD Driver
KB KD80
52
54
MCU
KB KBL510
64
D Pad
62
Start
58
Transform/Mode
Switch
(Robot/Vehicle
Mode)
56
EEPROM
AT24C02
A
66
B
68
Reset
70
60
ON / TRY ME
switch

FIG. 3

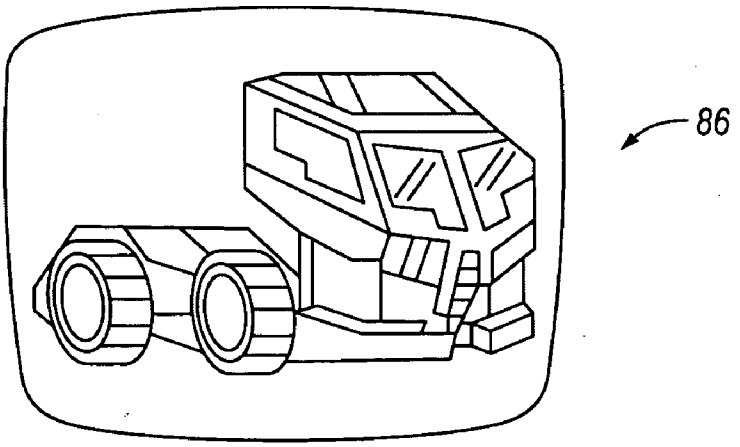


FIG. 4

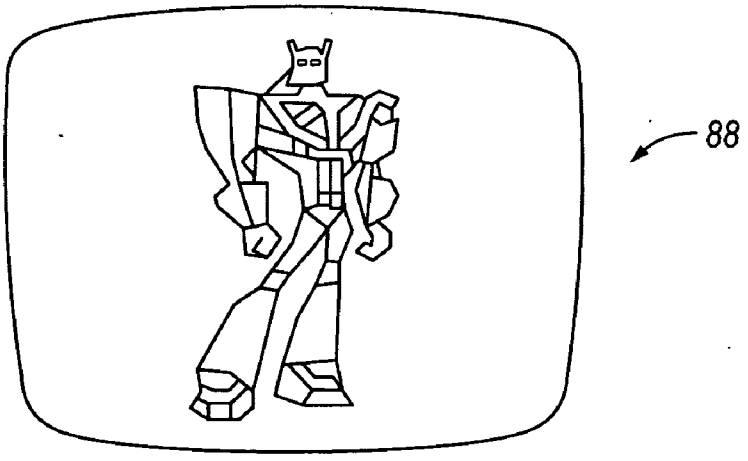


FIG. 5

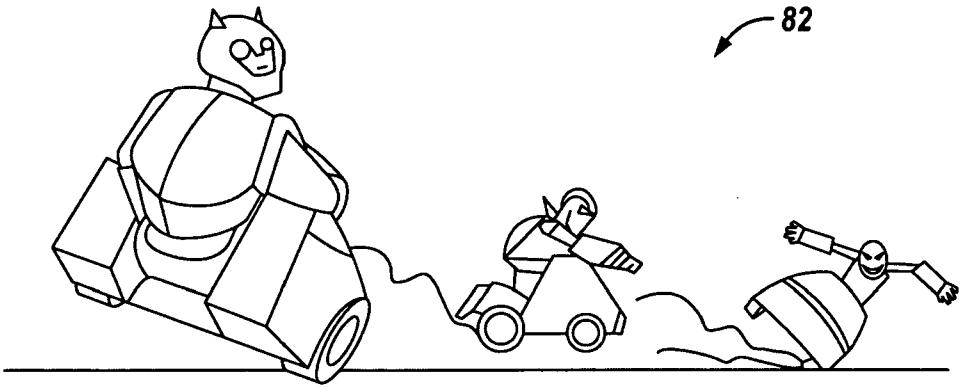


FIG. 6A

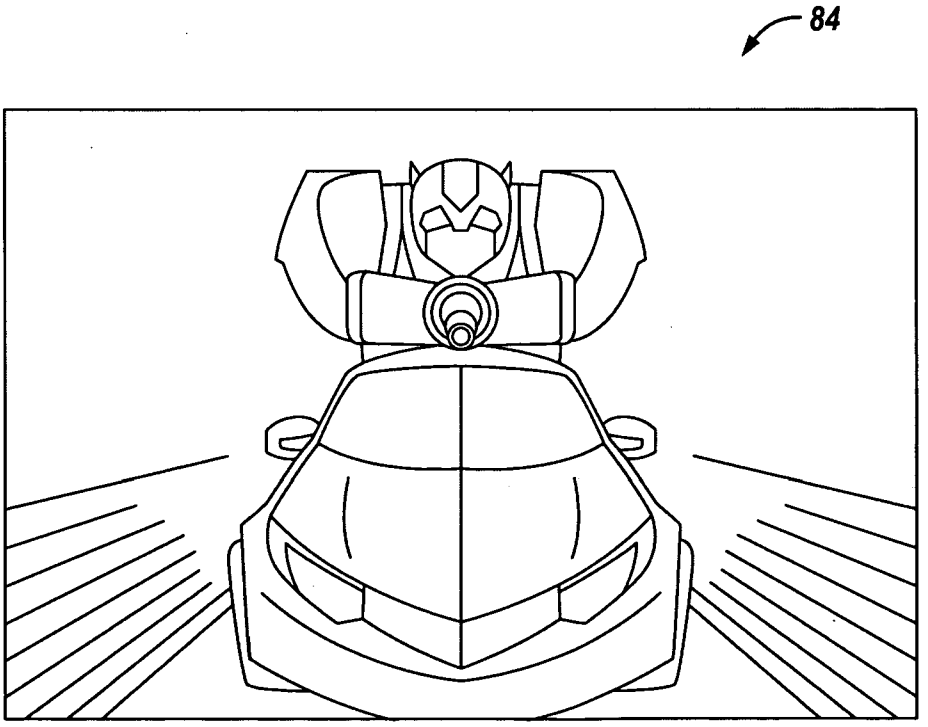


FIG. 6B

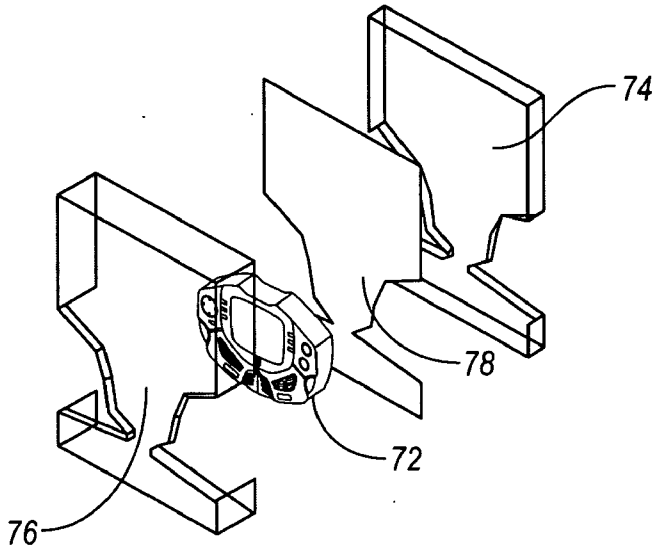


FIG. 7A

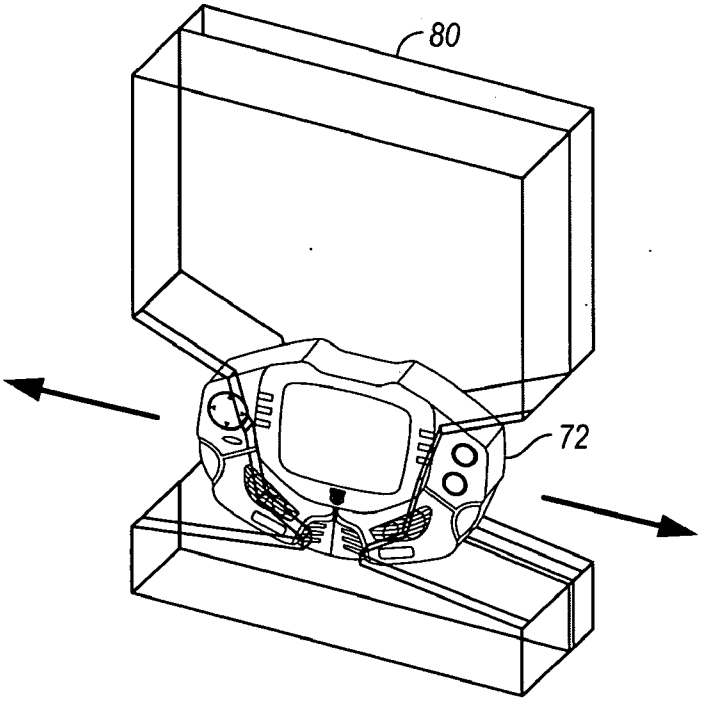


FIG. 7B

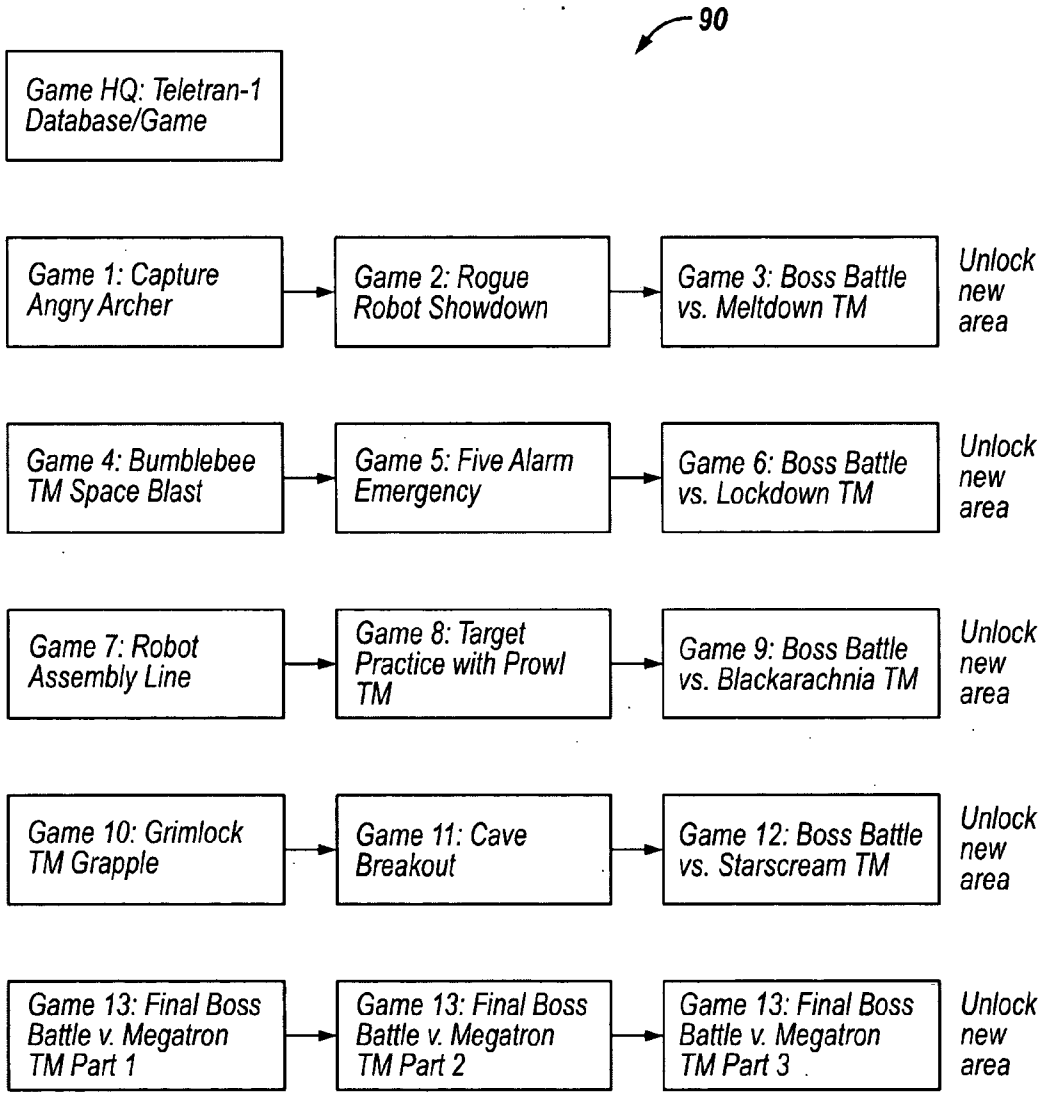

90
Game HQ: Teletran-1 Database/Game
Game 1: Capture Angry Archer
Game 2: Rogue Robot Showdown
Game 3: Boss Battle vs. Meltdown TM
Unlock new area
Game 4: Bumblebee TM Space Blast
Game 5: Five Alarm Emergency
Game 6: Boss Battle vs. Lockdown TM
Unlock new area
Game 7: Robot Assembly Line
Game 8: Target Practice with Prowl TM
Game 9: Boss Battle vs. Blackarachnia TM
Unlock new area
Game 10: Grimlock TM Grapple
Game 11: Cave Breakout
Game 12: Boss Battle vs. Starscream TM
Unlock new area
Game 13: Final Boss Battle v. Megatron TM Part 1
Game 13: Final Boss Battle v. Megatron TM Part 2
Game 13: Final Boss Battle v. Megatron TM Part 3
Unlock new area

FIG. 8

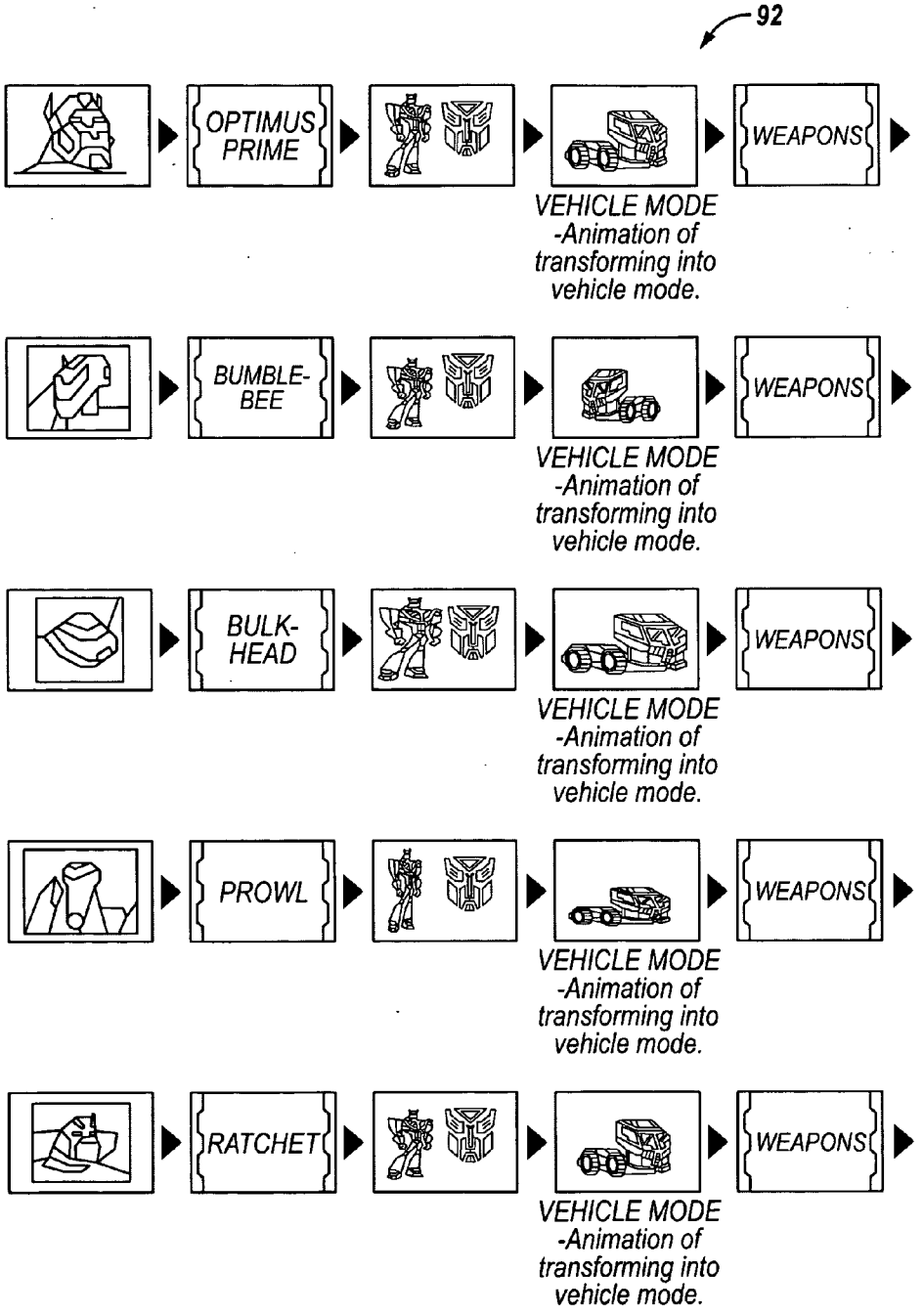

92
OPTIMUS PRIME
WEAPONS
VEHICLE MODE -Animation of transforming into vehicle mode.
BUMBLE-BEE
WEAPONS
VEHICLE MODE -Animation of transforming into vehicle mode.
BULK-HEAD
WEAPONS
VEHICLE MODE -Animation of transforming into vehicle mode.
PROWL
WEAPONS
VEHICLE MODE -Animation of transforming into vehicle mode.
RATCHET
WEAPONS
VEHICLE MODE -Animation of transforming into vehicle mode.

FIG. 9A

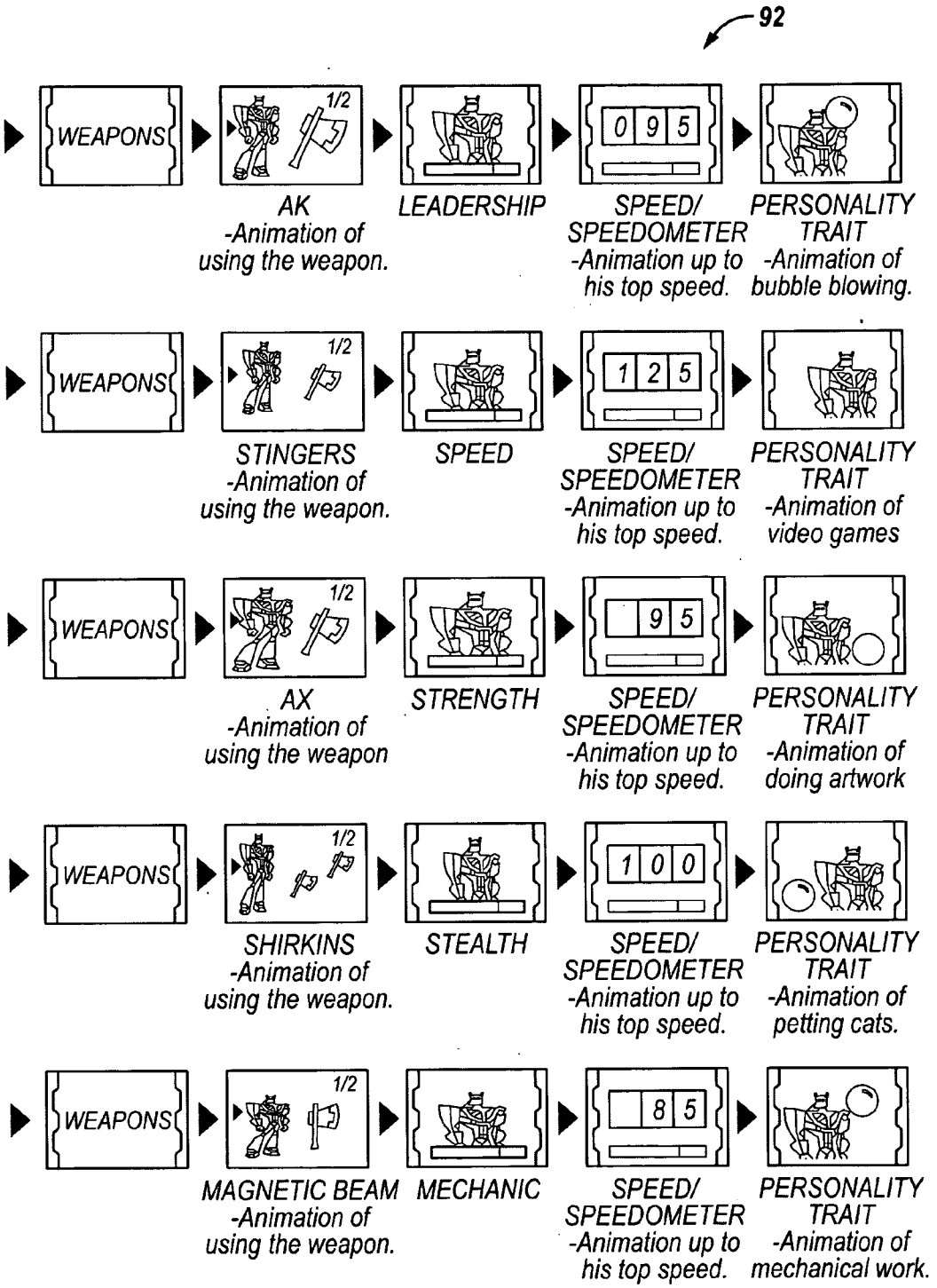

92
WEAPONS
1/2
AK
-Animation of using the weapon.
LEADERSHIP
0 9 5
SPEED/ SPEEDOMETER
-Animation up to his top speed.
PERSONALITY TRAIT
-Animation of bubble blowing.
WEAPONS
1/2
STINGERS
-Animation of using the weapon.
SPEED
1 2 5
SPEED/ SPEEDOMETER
-Animation up to his top speed.
PERSONALITY TRAIT
-Animation of video games
WEAPONS
1/2
AX
-Animation of using the weapon
STRENGTH
9 5
SPEED/ SPEEDOMETER
-Animation up to his top speed.
PERSONALITY TRAIT
-Animation of doing artwork
WEAPONS
1/2
SHIRKINS
-Animation of using the weapon.
STEALTH
1 0 0
SPEED/ SPEEDOMETER
-Animation up to his top speed.
PERSONALITY TRAIT
-Animation of petting cats.
WEAPONS
1/2
MAGNETIC BEAM
-Animation of using the weapon.
MECHANIC
8 5
SPEED/ SPEEDOMETER
-Animation up to his top speed.
PERSONALITY TRAIT
-Animation of mechanical work.

FIG. 9B

INTERACTIVE TRANSFORMING ANIMATED HANDHELD GAME

CROSS-REFERENCE TO RELATED APPLICATION

[0001] This application claims priority pursuant to 35 U.S. C. 119(e) to U.S. Provisional Application No. 60/974,759 filed on Sep. 24, 2007, which is incorporated herein by reference in its entirety.

BACKGROUND OF THE INVENTION

[0002] The present invention relates to interactive toys and, more precisely, to a handheld electronic game product which provides a mechanically transformable casing that, upon mechanical transformation, transforms the functionality of certain inputs as well as aspects of the virtual on-screen environment.

[0003] During the past few decades, the marketplace for toys has experienced tremendous growth in the area of handheld computer based interactive games. These types of games started as relatively simple machines and have experienced advancements in several areas. The areas of advancements include reduction in the size and weight of the machine, vast improvements in the speed of the processor and data manipulation, greatly improved graphics, and increases in the types and quality of the inputs, all resulting in more realistic and more enjoyable experiences. These games have included on-screen characters and environments that remain static throughout the course of a particular game and that are controlled by input controls that remain functionally static throughout the course of a particular game.

[0004] The use of orientation sensors is known in the prior art to alter the appearance or action of a computer based interactive game. However, these sensors have not been used in conjunction with altering the mechanical game structure and altering virtual characters without interrupting game play.

[0005] Also during the past few decades, the marketplace for toys has experienced tremendous growth in the area of handheld non-computer based transformable toys. An example of this type of toy is one that initially appears as an anthropoid robot and, following manipulation of one or more of the head, shoulders, arms, and legs, the robot is converted into an alternate form such as a car, a motorcycle, a tank, a helicopter, etc. These toys have experienced success in the marketplace purely for their ability to have one convert the toy from one form to another without any use of computer based technology.

[0006] It would be desirable to utilize characteristics of both computer based handheld games and non-computer based transformable toys to form a toy with appearance and functionality unknown in the prior art. Beyond the mere use of orientation sensors, it would be advantageous to provide use of extension or transformation sensors to alter the game mode and characters while not interrupting game play, which is unknown in the prior art.

[0007] The features and the advantages of the present invention will be explained in or apparent from the following description of the preferred embodiments considered together with the accompanying drawings.

SUMMARY OF THE INVENTION

[0008] The present invention addresses the deficiencies of the prior art by combining features of user transformable toys, such as Transformers™, and handheld video games by using transformation characteristics as an integral and strategic part of game play. Particularly, a sensor detecting the mechanical transformation of the toy causes a corresponding transformation of virtual on-screen characters as part of video game play without interruption.

[0009] The present described embodiments combine characteristics of both computer based handheld games and non-computer based transformable toys to form a toy with appearance and functionality, in which a mechanically transformable toy is enhanced with all the benefits of a computer based handheld game. Additionally, during game play, mechanical transformation causes uninterrupted transformation of the on-screen characters and environments as well as the functionality of the various inputs, which remain static for each transformation, through the use of extension or transformation sensors. This type of mechanical transformation adds transformation strategy elements to the interactive game play. The use of extension or transformation sensors may alter the game modes and characters while not interrupting game play.

[0010] While the prior art has used orientation sensors to change audio and video output in a computer based game, electronic sensors have not been utilized to detect the state of a user transformable toy and, when the user transforms the toy, to integrate that state into the strategy of uninterrupted video game play.

[0011] A described embodiment of the invention provides a toy that mechanically transforms between a robot-like structure and a vehicle-like structure and during video game play there is a corresponding transformation of the on-screen characters from a robot to a vehicle. For each video game, the strategies involve transforming between robot mode and vehicle mode to use the qualities of each mode to win the game.

[0012] More particularly, the user transformable handheld game comprises a toy block assembly having a first standard configuration that corresponds to vehicle mode and a second extended configuration that corresponds to robot mode. The toy block assembly has a central frame block and an extension block that the user manipulates between the two configurations. There is an extension sensor disposed between the frame block and the extension block that detects the mode and the change in the mode.

[0013] There is a display on the frame block for displaying the two or more virtual environments that correspond separately to the first standard configuration and the second extended configuration. The toy block also contains user input switches for controlling the virtual environments. The user input switches may have different functions depending on the configuration.

[0014] The user transformable handheld game also has an information processor and memory device in communication with the information processor. The information processor and the memory device are responsive to the extension sensor to provide the inputs corresponding with the current configuration.

BRIEF DESCRIPTION OF THE DRAWINGS

[0015] The invention will now be more particularly described by way of example with reference to the accompanying drawings. Novel features believed characteristic of the invention are set forth in the claims. The invention itself, as well as the preferred mode of use, further objectives, and advantages thereof, is best understood by reference to the

following detailed description of the embodiments in conjunction with the accompanying drawings, in which:

[0016] FIG. **1**A is a frontal view illustrating the user transformable handheld game in the first standard configuration and displaying the virtual character in vehicle mode, and FIG. **1**B is a frontal view illustrating the user transformable handheld game in the second extended configuration and displaying the virtual character in robot mode;

[0017] FIG. **2**A is a rear view illustrating the user transformable handheld game in the first standard configuration, and FIG. **2**B is a rear view illustrating the user transformable handheld game in the second extended configuration;

[0018] FIG. **3** is a top-level block diagram of the user transformable handheld game;

[0019] FIG. **4**, FIG. **5**, FIG. **6**A and FIG. **6**B show video game virtual characters that may appear on the LCD depending on whether the device is in the first standard configuration or in the second extended configuration;

[0020] FIG. **7**A and FIG. **7**B show display packaging created for the user transformable handheld game;

[0021] FIG. **8** shows a depiction of the top-level menu and sub-menus featuring the games;

[0022] FIG. **9**A and FIG. **9**B show a depiction of the information in the database.

DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENTS

[0023] FIG. **1**A and FIG. **1**B show the preferred embodiment of the user transformable handheld game **10**. FIG. **1**A shows the user transformable handheld game **10** in a first standard configuration, and FIG. **1**B shows the user transformable handheld game **10** in a second extended configuration. The user transformable handheld game **10** shown consists of a toy block assembly having a frame block **24** and an extension block **26** connected to the frame block **24**. A display **12** is shown built into the frame block **24** for displaying two or more virtual characters or environments that correspond to whether the game is in the first standard configuration of the second extended configuration respectively.

[0024] The extension block **26** may contain one or more user input switches. FIG. **1**A and FIG. **1**B show a four-way directional pad **14**, two control buttons **16**, and a start button **28** for user control of video game characters.

[0025] The user transformable handheld game **10** is manipulatable by the user from the first standard configuration into a second extended configuration. The user can transform the user transformable handheld game **10** from the first standard configuration to the second extended configuration by using an extension mechanism **22**, which may extend the body of the extension block **26** and extension block wings **18**, **20** from the frame block **24**. The extension block **26** and the extension block wings may be slidably mounted or pivotably mounted to the frame block **24**. Transforming from the first standard configuration to the second extended configuration may be detected by an extension sensor disposed between the frame block **24** and the extension block **26**, and such detection may be recorded in a memory device and communicated to an information processor. The information processor, being responsive to the extension sensor, may enable generation of extended configuration inputs with the user input switch for controlling the display in a virtual character or environment corresponding to the second extended configuration. In other words, changing from the first standard configuration to the second extended configuration during game play may cause an uninterrupted corresponding change in the environment or the characters on the display and in the user input control characteristics. This feature provides transformation strategy elements during game play. The user transformable handheld game **10** may also have a speaker to output audio during game play.

[0026] The user transformable handheld game **10** may be equipped with one or more memory segments to handle one or more functions. A first memory segment may be used to store one or more preprogrammed games. This memory segment may be in communication with the information processor, and, upon receipt of an input signal generated in response to a movement from the first standard configuration to the second extended configuration, the information processor may generate a transformation of the virtual character on the display during play of the preprogrammed game. A second memory segment may be in communication with the information processor, and, upon receipt of an input signal generated in response to contact with the extension sensor, the information processor may generate a change in the virtual character on the display. A third memory segment may be used to store a database containing information utilized during game play. A fourth memory segment may be used to communicate with the information processor to retrieve information from the database to control access to the one or more preprogrammed games. A fifth memory segment may be used to communicate with the information processor to generate a movement of the virtual character on the display upon receipt of an input signal generated in response to contact with the user input switch.

[0027] FIG. **2**A and FIG. **2**B show a rear view of the user transformable handheld game **10** in both the first standard configuration and the second extended configuration. These figures show a compartment for batteries **30**. Screws **32** hold the game housing together, in which the internal game circuitry lies. The extension block **26** features grips for manipulating the game between configurations. A mode switch **96** is provided for switching the game from a "try me" mode (to be used while the game is packaged and on display) and a "play" mode.

[0028] FIG. **3** shows a top-level block diagram of the user transformable handheld game **10**. The user transformable handheld game **10** may utilize a microcontroller (MCU) **54** with the ability to work with an external memory, preferably an EEPROM **56**. The MCU **54** may be capable of driving an LCD display **50** and sound capabilities (not shown), which may be able to produce dual-tone sounds. This may need to be accomplished using more than one IC (i.e. LCD driver and microcontroller).

[0029] The MCU **54** may require at least nine user input switches. A directional pad **64** may provide four inputs (up, down, left and right) and may be dedicated to controlling the direction of the characters on the LCD display **50**. The user transformable handheld game **10** may also provide two control buttons, an A button **66** and a B button **68**. The A button **66** may be used during game play to attack, enter and confirm the selection. The B button **68** may be used during game play to change weapons, cancel and return. A start button **62** may be used to start or to pause game play and to access a menu to change volume levels. An on/try me switch **60** may be used to actuate the user transformable handheld game **10** in a normal mode or in a sample mode. One input may be in the form of a reset switch **70** that may clear certain areas of memory and reset the game to an initial state. One input may be a trans-

form/mode switch **58**, used to determine whether the user transformable handheld game **10** is in the first standard configuration or in the second extended configuration.

[0030] The user transformable handheld game **10** may utilize an EEPROM **56** to store variable information when power is removed. A Samsung 2 Kbit S524A40X EEPROM is recommended. The user transformable handheld game **10** may also utilize additional masked ROM for storage of screen images. Screen count is estimated at 2000 to 3000 screens. If the display is black and white and the resolution is 70×58, the memory requirement can be in the 16 Mbit to 24 Mbit range.

[0031] The user transformable handheld game **10** may use an approximately 1.5" to 1.8" LCD **50** that may be monochrome, landscape, and capable of 70×58 resolution without any backlight. The LCD **50** may utilize an LCD driver **52**.

[0032] The user transformable handheld game **10** may utilize one 27 mm 8 ohm speaker (not shown).

[0033] Power requirements may include a power supply **40** run on three AAA batteries connected to an IC power bus **42**, which may be connected to a 3.3V regulator **44**. The 3.3V regulator **44** may be connected to an EEPROM power bus **46**.

[0034] FIG. **4**, FIG. **5**, FIG. **6**A and FIG. **6**B show video game virtual characters that may appear on the LCD **50** depending on whether the device is in the first standard configuration or in the second extended configuration. FIG. **4** shows that the virtual character may typically appear as a vehicle in vehicle mode **86** when the user transformable handheld game **10** is in the first standard configuration. By pulling on the extension block **26** during game play, the user will cause a hand held transformation that may cause a corresponding on screen transformation. FIG. **5** shows that the virtual character may typically appear as a robot in robot mode **88** when the user transformable handheld game **10** is in the second extended configuration after the hand held transformation and the corresponding on screen transformation. FIG. **6**A and FIG. **6**B show that during some game play, either vehicle mode or robot mode may be replaced with a hybrid mode **82**, **84** where the displayed virtual character is represented as a vehicle on the bottom half and a robot on the top half. During certain games, certain virtual characters may appear in vehicle mode **86** when the device is in the first standard configuration, and, after the hand held transformation, the corresponding on screen transformation may display the virtual character in hybrid mode **82**, **84**. During other games, certain virtual characters may appear in hybrid mode **82**, **84** when the device is in the first standard configuration, and, after the hand held transformation, the corresponding on screen transformation may display the virtual character in robot mode **88**.

[0035] FIG. **7**A and FIG. **7**B show display packaging **80** created for the user transformable handheld game **10**. The packaging shown allows a prospective buyer to experience the user transformable handheld game **10** while it is on display. FIG. **7**B shows that the packaged device **72** can be pulled on the sides so that the prospective buyer can cause the hand held transformation and create a corresponding on screen transformation. This packaging is accomplished by placing the device between a front blister **76**, a blister card **78**, and a back blister **74** as shown in FIG. **7**A.

[0036] The preferred embodiment may have sixteen preloaded video games featuring transforming virtual characters. The preferred embodiment may also have a database containing information about each virtual character. When the user transformable handheld game **10** is activated, there may be an opening animation sequence and a welcome message. After the welcome message, the user may see a Game Map showing the city of New Detroit. The user may use the directional pad **14**, **64** to drive around the Game Map and find game icons. The user may then drive over a game icon and press the A button **66** to select the game. When the user finishes a game, the user returns to the Game Map. The game icons displayed show whether a game is unvisited, visited, or completed.

[0037] Some of the games will be initially unlocked, but several of the games may be initially locked. To unlock games, the user should win the games already unlocked. The more games that the user wins the more that will be unlocked. FIG. **8** shows a depiction of the hierarchy **90** of featured games.

[0038] The user transformable handheld game **10** may provide restrictions on the order in which games can be played. The user may have to complete games **1** and **2** in any order to activate game **3**. Similarly, the user may have to complete games **4** and **5** in any order to activate game **6**, and the user may have to complete games **7** and **8** in any order to activate game **9**. The same pattern may be followed for the remaining games.

[0039] The preferred embodiment may also contain a preloaded database known as TELETRAN-1. At the start of the games sequence, the database may have limited information, but more information may be added to the database as each level is accessed. FIG. **9**A and FIG. **9**B shows depictions of the information in the database **92**.

[0040] The remainder of this description details the preloaded games. The virtual on-screen characters are Transformers™ and may change modes during game play when the user transforms the transformable handheld game **10** from the first standard configuration to the second extended configuration. Upon transformation, the on-screen characters may change from vehicle mode to either hybrid mode or robot mode or from hybrid mode to robot mode. These transformations may be used as transformation strategy elements of the interactive game play.

[0041] The good on-screen characters are known as Autobots™ and the bad on-screen characters are known as Decepticons™. The user plays games as the Autobot™ Optimus Prime™. During the course of the games, the user will learn how to transform Optimus Prime™ back and forth from robot mode to vehicle mode (or hybrid mode where appropriate). Starting from his home base, Optimus Prime™ will unlock the TELETRAN-1 Database. Optimus Prime™ will learn about and interact with the other Autobots™ and Decepticons™, gain new powers and weapons, explore the city of New Detroit, meet allies, and defeat enemies. During game play, the user may use the four-way directional pad **14**, **64** as defined for each game. The user may also use the A button **16**, **66** to attack, enter, and confirm a selection and the B button **16**, **68** to change weapons, cancel, and return.

[0042] As described, the game overall structure provides Mini Games, i.e., games always available, a database, i.e., information on game characters, and various game controls, including special game controls where the game has an additional control. The transformable handheld game **10** itself can be mechanically transformed, unit transformation, and doing so changes the character on screen, i.e., on screen transformation, which provides signature game play for the unit worked into most aspects of the game experience, being able to transform back and forth between robot and vehicle modes,

quickly and easily. This feature provides transformation strategy elements and allows the player to switch between robot and vehicle modes without a break in the action.

[0043] Featured Autobots™ main characters from the animation include Optimus Prime™, Bumblebee™, Bulkhead, Prowl™, and Ratchet. The goal is to defeat the ultimate Decepticon™ villain, Megatron™, by using the teamwork of all five of the Autobot™ characters. The range of human and Decepticon™ villains from the Transformers™ television show is also provided as part of the game play.

EXAMPLE GAME HQ

[0044] Game HQ is named Teletran-1 Database/Game. In this game, the user will match profiles of enemies and allies to their vehicle modes, and vehicle modes to signature weapons to unlock information about the characters.

[0045] This section of the Game Map will look like the Autobots™ headquarters, an old robot factory. In this game, the player must "crack the code" in order to gain access to the Teletran-1 database. The player is presented with a split-screen showing two panels. In the left hand panel, the player will see the face of one Transformer™, either an Autobot™ or Decepticon, chosen randomly from the list of Transformers™ that the player has not yet successfully unlocked. In the right hand panel, the player will see the vehicle mode of some other Transformer™. The player must press the directional-pad UP or DOWN to change the view in the right hand panel to another Transformer™. When the player has the correct matching vehicle mode, the user may press the A button to confirm. If the player is correct, both panels will slide to the left so that the vehicle mode now appears in the left hand panel, and the signature weapon will appear in the right hand panel. Again, the player may press UP or DOWN to scroll through until the player finds the correct matching weapon. The player may press the A button to confirm.

[0046] If the player chooses the incorrect match at any time before the player correctly cracks the code, an error message will sound. All of the panels will scroll back to the left and reset. The player must then start from the beginning.

[0047] This is a timed game. The player will have 10 seconds to crack the code. The player can see the time remaining in the top corner. If the player successfully cracks the code, the player will be rewarded with access to the database. Once inside the database, the player can scroll through all of the unlocked Transformers™. The player may choose the face of the Transformer™ he or she wants information about and press the A button. The player will then see an animation that shows information and clues.

[0048] Data files that have not been unlocked have a black silhouette only and a question mark over the face. The player may select one of these files and play the code breaker game again to unlock it. The player may press the B button at any time to cancel and return.

EXAMPLE GAME **1**

[0049] Game **1** is named Capture Angry Archer. In this game, the user will drive around the city in search of criminals to capture, including the Angry Archer. The user may drive around obstacles in Vehicle Mode or smash through them as a robot. The user will catch up to the criminals in Vehicle Mode and surprise them by changing into a robot at the last minute and grabbing them.

[0050] This section of the Game Map will look like a run-down part of the city street in a rough neighborhood. The introductory screen shows a city scene with the Angry Archer shooting arrows at police drone robots and blowing them up. The Angry Archer blows up a robot and runs off screen.

[0051] In this game, the player drives around the city and catches low level criminals such as the Angry Archer, thieves, etc. The game view is side-scrolling. In the background the player will see run-down buildings while driving past in Vehicle Mode or running past in Robot Mode. The player may use the directional pad to move UP and DOWN on the street to avoid obstacles such as pot holes, driving barriers, and flaming barrels. The player may press LEFT to slow down and RIGHT to speed up.

[0052] During this game, the player may use the hand-held transformation to transform from Vehicle Mode to Robot Mode as a transformation strategy element. Sometimes, big obstacles will appear. Obstacles will appear as burning cars or big piles of bricks, etc. To remove big obstacles, the Autobot™ must be in Robot Mode. The player may move up to the obstacle and press the A button to attack and smash them out of the way. If the Autobot™ bumps into an obstacle, the obstacle will knock the Autobot™ backwards and stun the Autobot™ for a few seconds.

[0053] Sometimes, criminals will appear. If the Autobot™ is in Robot Mode, the criminals will run away. Usually the criminals will run back into the buildings or off the screen and escape. The Autobot™ must be in Vehicle Mode to get near the criminals. The criminals will not run away if the Autobot™ is in Vehicle Mode. When the Autobot™ gets close enough to the criminals in Vehicle Mode, the player can use the hand-held transformation to transform into Robot Mode. The criminals will start to run away when they see the Transformer™ in Robot Mode, but if the player is fast enough, the player can press the A button to attack and grab the criminal. When the player grabs the criminal, Optimus Prime™ will lift them up off the street, and the criminal will kick and struggle for a moment before giving up. After giving up, the criminal will disappear, and the player can go find another criminal.

[0054] After catching three lesser criminals, the player will have to catch the Angry Archer. The Angry Archer will not run away if he sees the Autobot™ in Robot Mode. Instead, he will get out his bow and arrow and shoot an arrow down the street at the Autobot™. The player can press UP or DOWN to try to dodge the arrow. If an arrow hits the Autobot™, it will stun the Autobot™ for a few seconds. While the Autobot™ is stunned, the Angry Archer will run away. The player will have to catch three lesser criminals before the Angry Archer reappears. The player must catch the Angry Archer to succeed at this mission.

EXAMPLE GAME **2**

[0055] Game **2** is named Rogue Robot Showdown. In this game, the user will battle out of control assembly line machines in Robot Mode and Vehicle Mode to save the Autobot™ Ratchet and to win a new weapon needed to defeat Meltdown™.

[0056] This section of the Game Map will show an abandoned robot factory that the Autobots™ use as home base. The introductory scene shows the Autobots™ near the machines talking when a little robot gets onto the control panel and jacks into the controls, its single eye glowing. The machines begin moving, and Ratchet gets swatted across the room by a big robotic arm while more arms appear and hold him.

[0057] In this game, the player must defend Ratchet from the robot drones. The game view is side-scrolling. The player is in Robot Mode while moving through a robot factory. The player must find Ratchet and save him from the robot drones.

[0058] When the game starts, Ratchet is being held on the top floor of the factory. The player may move from left to right, fighting through the robots until reaching a ladder. When the player reaches the ladder, the player may climb up then move from right to left, fighting through each floor all the way to the top. At the top of the screen, the player will see Optimus Prime's™ energy bar. If the player runs out of energy, the player loses.

[0059] The player may press UP to jump or to climb ladders and press DOWN to duck or to climb down ladders. The player may press LEFT or RIGHT to move left or right. The player may press the A button once to punch. Pressing the A button again will cause Optimus Prime™ to punch again. Pressing the A button a third time causes a kick. So, if the player presses A-A-A, the player will see Optimus Prime™ use a punch, punch, kick combination.

[0060] Using the hand-held transformation in this game causes a change from Robot Mode to Hybrid Mode as the transformation strategy element. There is no vehicle mode in this game. If the player is in Hybrid Mode, the player can press LEFT or RIGHT to "rev up" and make a "charge attack" from one side of the screen to another. This is a very powerful attack and will smash through all enemies, but it uses up some of the energy bar.

[0061] The robot drones are smaller than Optimus Prime™. There are two kinds of robot drones: ROLLERS and GRABBERS. The ROLLERS have little bulldozer treads and bulldozer blades. They are very strong, and they can push and knock Optimus Prime™ over. The player can jump over the ROLLERS if the player is good. If the player times the attack just right, the player can also KICK the drones. The GRABBERS have grabby tentacles, and they fly around. The player can duck under them or punch them. If the ROLLER knocks Optimus Prime™ over, Optimus Prime™ will lose some energy.

[0062] If the GRABBER grabs Optimus Prime™, it sucks away energy for as long as it holds him. Pressing the A button attacks and gets the drone off Optimus Prime™. If a GRABBER flies directly over a ROLLER, the two will join forces and attach together, the ROLLER on the bottom, and the GRABBER on the top. Optimus Prime™ can PUNCH/PUNCH to knock the Grabber off the top, and attack again to KICK the Roller away.

[0063] Once the machines are stopped, Optimus Prime™ will help Ratchet to his feet. They shake hands, and Ratchet motions Optimus Prime™ off screen.

EXAMPLE GAME **3**

[0064] Game **3** is named Boss Battle v. Meltdown™ and involves capturing a "mini boss". In this game, the user will battle Meltdown's™ acid powers with the fire fighting abilities of Optimus Prime™. The user should watch out for Meltdown's™ acid rain attack because the user cannot hurt Meltdown™ until the acid rain is stopped with a foam spray attack.

[0065] The introductory scene shows Sumdac's™ lab. Meltdown™ hates Sumdac™ and has come to reap revenge. Suddenly, Meltdown™ comes into the room by melting his way through the wall. He is covered with steaming acid goo.

[0066] The game view is like the game Street Fighter. The player must defeat Meltdown™. This is a timed fight. The player has 3 minutes to defeat Meltdown™ or lose. In Robot Mode, the player may press UP to jump, DOWN to duck, and LEFT/RIGHT to move left and right. The player may press the B button to toggle weapons between a hose or a fist. The player may press A to PUNCH/PUNCH/KICK if not using a hose as a weapon. If the player has transformed his fist to a hose, pressing the A button fires acid-resistant foam from the hose.

[0067] The player may use handheld transformation to transform from Robot Mode to Hybrid Mode as the transformation strategy element. In Hybrid Mode, using LEFT/RIGHT causes a charge attack. Using the charge attack costs energy. The top of the screen shows the player's energy bar and Meltdown's™ energy bar. The top of the screen also shows the clock, which starts at 3:00. If the clock runs out, Meltdown™ gets away.

[0068] Meltdown™ has the following attacks:

[0069] PUNCH/KICK: If Optimus Prime™ gets close, Meltdown™ will punch or kick him.

[0070] ACID PUDDLE: Sometimes Meltdown™ will use his powers to make a puddle of acid on the floor. If Optimus Prime™ moves through the acid in Robot Mode or Hybrid Mode, he takes damage. In Robot Mode, the player can jump over the puddle on the floor or use the hose to neutralize the acid with foam.

[0071] ACID BLAST: Meltdown™ can shoot acid across the screen to damage Optimus Prime™.

[0072] ACID RAIN: Each time Meltdown™ loses 25% of his health (at 25, 50, and 75%), he will use his powers to blast acid straight up into the air, so that it constantly rains down acid all around him. While his acid shield is up he cannot take any damage. If Optimus Prime™ attacks, the acid shield will hurt Optimus Prime™ and knock him back across the screen. Optimus Prime™ may use his hose to cover Meltdown™ with foam and turn off the acid rain.

EXAMPLE GAME **4**

[0073] Game **4** is named Bumblebee™ Space Blast. In this game, Bumblebee™ has challenged Optimus Prime™ to a video game contest. The user will blast through asteroids and defeat the mother ship to win.

[0074] The opening scene is in a portion of the city near a large arcade and the Burger Bot restaurant. Bumblebee™ pulls up in front of the giant Video Arcade building in Vehicle Mode. Optimus Prime™ is in Vehicle Mode, right behind him. Both transform to Robot Mode. Bumblebee™ is excited. He is pointing at the Arcade and pushing and pulling Optimus Prime™ towards the entrance. They enter the arcade and approach a video game console showing an Asteroids-like game showing the text, "PROTECT THE GALAXY". The middle of the screen shows the handheld transformation and how the game ship transforms between a single-shooter mode and a double-shooter mode as the transformation strategy element. The player may press the A button to start the game.

[0075] This is a very simple space shooting game like Time Pilot. The player's ship is in the middle of the screen, and there are dangerous attackers coming from all around. The player can fly around and the screen moves. The ship is always shown in the center of the screen. The player may press LEFT/RIGHT to turn. The player may press UP to fire the thrusters and to move. Using the handheld transformation transforms from a single-shooter ship, which is narrow and

hard to hit, to a double-shooter ship. The double-shooter ship has more firepower, but it is bigger and slower and harder to defend. Pressing the A button fires weapons. Pressing the B button turns on the player's shields. The shields protect the ship from damage for 3 seconds, but after using the shields, it takes 7 seconds to recharge.

[0076] The player must defend the ship against asteroids and enemy ships. Asteroids float around the ship and score 10 points when destroyed. Enemy ships try to chase your ship and can shoot at you. Enemy ships score 50 points when destroyed. After scoring 1000 points, the Boss Ship appears. The Boss Ship takes many shots to destroy. Destroying the Boss Ship wins this game.

EXAMPLE GAME **5**

[0077] Game **5** is named Five Alarm Emergency. In this game, the user will fight a raging inferno as Optimus Prime™. The user must put out the fire in each room, and smash down the door to search for survivors. There are at least three people trapped in the burning building, and the user must rescue them.

[0078] The opening scene shows a portion of the city with buildings on fire, followed by a news report showing the fires and screaming people in danger. People are escaping the fire because of Optimus Prime's™ and the Autobot's™ efforts. The object of this game is to move through the burning building, to help put out the fires, and to rescue people and firemen trapped in the burning building. This game is played in Robot Mode. The perspective in this game is from just behind Optimus Prime™, looking into the burning room. The player moves from room to room and puts out the fires using a hose. After getting the fire under control, the player will see two doors at the back of the screen. After a moment, someone will shout for help, and the player guesses whether the shout came from the left door or the right door. The player then punches through the door to move into the next room. If the player guesses correctly, the next room contains someone for the player to save. The person that the player saves will run up and hug and thank Optimus Prime™. After this, Optimus runs off the screen to the next burning room. If the player guesses incorrectly, the next room contains more fire that the player must extinguish. This is a timed game. The player must save 5 people in 3 minutes or lose.

[0079] The player may press LEFT/RIGHT to move to the left side or to the right side at the bottom of the screen. Pressing and holding the A button sprays water on the fire. While spraying, the player can hold the A button and press the directional-pad to move the target area of the hose. If the player does not put the fire out completely, the fire can flare back up again and spread. Pressing the B button toggles from using the hose to punching through walls and doors. Pressing A in punch mode makes Optimus Prime™ charge forward and punch through the door, charging into the next room.

EXAMPLE GAME **6**

[0080] Game **6** is named Boss Battle vs. Lockdown™. In this game, Lockdown™ has stolen the ion axe used by Optimus Prime™. The user will pursue the evil bounty hunter in a high speed, high stakes road race.

[0081] The opening scene shows portions of the city with changing road conditions. Autobots™ are walking down a city street with Optimus Prime™ in the back of the group. Suddenly, Optimus Prime™ gets blasted from behind and ends up sprawled on his back. Lockdown™ runs onto the screen and points a weapon at Optimus Prime™ while putting a foot down on his chest. Lockdown's™ hand reaches down to Optimus Prime™ and sparks block what happens. Lockdown™ pulls back his arm holding an axe in triumph. Bumblebee™ runs onto the screen shooting his stinger weapons. Lockdown™ transforms into Vehicle Mode and speeds away in a cloud of dust. Optimus Prime™ transforms into Vehicle Mode and goes after Lockdown™.

[0082] This is a standard racing game with a perspective like Pole Position. The player is in a race against Lockdown™, chasing him back to his ship. The race occurs on parts of a freeway and over high tech looking bridges, etc. The player may press LEFT/RIGHT to steer left and right. The player may press the A button to accelerate and the B button to brake.

[0083] The race occurs through the city so that the player can see the city buildings moving by on both sides. Occasionally, the player will have to make a very sharp turn as if going around a street corner. While racing, Lockdown™ will always stay just a little bit ahead of the player. If the player gets too close, Lockdown™ races away very quickly. The player should avoid other cars and obstacles (potholes, road hazards, etc.) while driving. If the player crashes into another car, Optimus Prime™ will bump the other car and it will drive away. It will take time to get up to speed again.

[0084] This is a timed game. The player will have 3 minutes to complete the race successfully. If the player is too slow, Lockdown™ escapes and the player loses.

EXAMPLE GAME **7**

[0085] Game **7** is named Robot Assembly Line. In this game, the user will help Professor Sumdac™ assemble his robots in record time. The user should match the heads with the correct bodies by matching neck connectors. If the user mismatches a head with a body, the user's score will decrease, and it will take longer to win.

[0086] The opening scene shows Sumdac™ working in his laboratory and sitting at the Megatron™ hand chair. Sumdac™ walks across the screen and reveals the Megatron™ head. The head is wired but appears lifeless. The head then blinks and comes to life. Next, a part of the city shows Sumdac's™ robot factory. Optimus Prime™ walks near the factory, and Sumdac™ convinces Optimus Prime™ to enter the factory. Then game play begins.

[0087] During the game, the player must help Sumdac™ assemble robots. The player can see Optimus Prime's™ grabber arms at the bottom of the screen. At the top of the screen are two conveyor belts. Robot parts move across the top conveyor belt. Robot bottoms are feet or bulldozer treads. Robot middles have arms. Robot heads are the tops. The parts come from one side of the screen to the other randomly assorted. At the bottom of the screen is a computer screen where the player can see the silhouette of the robot to be built. The player should assemble all the correct parts to make the robot.

[0088] The player may move Optimus Prime™ left and right and press the A button to activate his grabber arms. The grabber arms will shoot out and attempt to grab one of the robot parts and pull the part back onto the other conveyor belt. It takes some time for the arms to extend and come back. The player should not miss or grab the wrong part. The player should first grab the bottom, then the middle, and then the head. As each part is put on the front conveyor belt, the part is

moved into the assembly area where the parts are put together. If the player grabs the wrong part or tries to put the wrong parts together, the robot will get rejected and fall through a hole in the floor. The player will then have to start over. The player must successfully build **10** robots before time expires to win this game.

EXAMPLE GAME **8**

[0089] Game **8** is named Target Practice With Prowl™. Prowl™ has the best aim of any of the Autobots™. When Optimus Prime™ wants target practice, he has Prowl™ act as his trainer.

[0090] The opening scene appears as a park on the edge of the city with very fast highways. The player can see a large tree and Prowl™ parked there meditating under a tree with butterflies flying around him. Optimus Prime™ walks up, and Prowl™ looks up and nods. Optimus Prime™ and Prowl™ then stand on the target range. Prowl™ walks forward and does a ninja throw of his weapon. The weapon flies for a very long distance and hits dead center on the target. Prowl™ does a little arm sweep as if you say "after you". Optimus Prime™ takes out his axe, and the game begins.

[0091] The screen shows four targets with ranges of 100, 200, 300, and 400. On the right hand side of the screen is a power meter. There are lines on the power meter marking off 25%, 50%, and 75% of the power bar. At the bottom of the screen, the player sees Optimus Prime's™ arm and his axe.

[0092] To aim, there is a targeting cursor that moves around the screen and crosses the targets. The player can see Optimus Prime's™ axe move a little bit and follow that targeting cursor. When the cursor is directly over the target, pressing the A button locks in the player's aim. As soon as the aim is locked in, the power meter will start to rapidly increase. The player should press the A button again to lock in the desired power. If the player does not press the button when the power meter gets all the way to the top, the entire meter empties instantly and starts filling up again. In order to successfully hit the target, the player should press the power meter to correspond to the correct distance of the throw. The target at 100 meters uses 25% of the power meter. The target at 200 meters uses 50% of the power meter. The target at 300 meters uses 75% of the power meter. The target at 400 meters uses 100% of the power meter. If the power is not enough, the axe will land short of the target. If the power is too much, the axe will fly over the target.

[0093] After the player has aimed and powered the throw, the perspective changes to show Optimus Prime™ actually throw his axe. The player sees this scene from the side. The camera will follow the axe as it flies through the air and either hits the target or not. Once the player successfully hits the target, that target is grayed out on the aim screen so that it cannot be selected again.

[0094] In order to win the game, the player must hit each of the four targets one time each. After each successful hit, both the aiming cursor and the power meter move a bit faster, making it harder to correctly time the A button. If the player misses three times, the player loses the game and has to start over.

EXAMPLE GAME **9**

[0095] Game **9** is named Boss Battle vs. Black Arachnia™. In this game, the user must climb the side of the tallest building in New Detroit to capture Black Arachnia™ and rescue Sari.

[0096] The opening scene shows a part of the city with some buildings under construction. Optimus Prime™ is standing with Sari on the street in an area of the city when Black Arachnia™ comes from behind and snatches Sari with a web. Black Arachnia™ is in Robot Mode and is holding Sari, standing on a building overhang. She then transforms into a spider and starts climbing a sky scraper with Sari dangling from a web behind her.

[0097] Black Arachnia™ has kidnapped Sari and it is up to Optimus Prime™ to save her. Optimus Prime™ must use his grapplers to climb the tall buildings to pursue Black Arachnia™. The perspective of this game is directly behind Optimus Prime™, as the player sees him climbing up a building like Spiderman.

[0098] The player may Press LEFT/RIGHT to shuffle left or right on the wall. Optimus Prime™ can only move by grabbing onto open windows. The player may press UP/DOWN to climb up or down on the wall. Note that the screen is always centered with Optimus Prime™ at the bottom. The player may press the A button to have Optimus Prime™ shoot his grappler. When the player shoots the grappler, the grappler will extend straight up. If there is an open window ledge or flagpole for the grappler to grab, it will grab it and begin to pull Optimus Prime™ up the wall. This is a very fast way to move, but it is dangerous because while Optimus Prime™ is being pulled up by the grapplers, the player cannot move LEFT/RIGHT to avoid dangers.

[0099] After the player reaches the top of the first building, there is an animation to show Black Arachnia™ shoot her webs and swing across to a second building. Optimus Prime™ uses his grapplers to chase after her and start climbing the second building. At the top of the second building, she escapes again to the third building. At the top of the third building, Optimus Prime™ will punch her out and she will fall off the building.

[0100] While climbing, the player should avoid obstacles. On the first building, all of the windows are either open or closed, but they don't change. The player should find the fastest path to the top. Black Arachnia™ does not shoot. On the second building, there are occasionally robot window washers that move on cables up and down the building. If one of these robots hits Optimus Prime™, he will fall off. On the third building, robot window washers move up and down the building, and Black Arachnia™ shoots webs at Optimus Prime™ to knock him off the building. If Optimus Prime™ falls off the building at any point, the player loses, and has to start the mini-game over again.

EXAMPLE GAME **10**

[0101] Game **10** is named Grimlock™ Grapple. In this game, Grimlock™ is on a rampage, and it is up to Optimus Prime™ to get him under control. The user will convert to Robot Mode to attach to a grapple line to a big dinosaur. The user will then haul the dinosaur into a trap.

[0102] In the opening scene, the player sees Dinobot Island. The island is a forest covered island that sits in a lake like Lake Erie. On the island, Autobots™ are walking around and Meltdown™ is watching from above. Meltdown™ turns and points at Grimlock™, then points to the Autobots™, telling him to go attack the Autobots™. Grimlock™ says no, and Meltdown™ burns him with acid. Grimlock™ charges off screen.

[0103] In the game, Grimlock™ is running wild and Optimus Prime™ has to try to catch him to calm him down. This

game is a side scrolling view tug-of-war. The play begins with Optimus Prime™ facing Grimlock™. Optimus Prime™ is on the left; Grimlock™ is on the right. Between them is a cage in a hole in the ground. Optimus Prime™ has to pull Grimlock™ into the hole and close the lid on the cage. At the top of the screen is a tension meter that shows how close your grapples are to breaking.

[0104] The player may press the A button to shoot a grapple at Grimlock™. Pressing LEFT pulls Grimlock™ towards the cage. Pressing RIGHT lets Grimlock™ retreat a bit, reducing the tension meter. Using handheld transformation transforms the Autobot™ into Vehicle Mode for a burst of power to resists Grimlock's™ rage.

[0105] While the player is pulling Grimlock™, the tension meter increases. If the tension meter reaches the top, the grapples will break, and the player will have to start over. To keep the grapples from breaking, sometimes the player has to press RIGHT to give a little and to let Grimlock™ pull a bit. This will reduce the tension meter.

[0106] Sometimes Grimlock™ will get very angry. This is Grimlock's™ rage. When Grimlock™ is in his rage he is much more powerful than Optimus Prime™. He will pull on the rope and drag Optimus Prime™ very quickly towards the cage. When this happens, the only way to resist Grimlock's™ rage is to transform into Vehicle Mode and PUSH LEFT very quickly. The player will see Optimus Prime's™ tires squealing and smoking and he will resist being pulled by Grimlock™. After a few seconds, Grimlock's™ rage will go away. The player should transform back into Robot Mode to keep pulling him. The transformation between Robot Mode and Vehicle Mode provides the transformation strategy element.

[0107] When the player successfully gets Grimlock™ to the middle of the screen without breaking the grapples, the player can pull him into the cage, close the lid and win the game. If the grapples break, the player loses.

EXAMPLE GAME **11**

[0108] Game **11** is named Cave Breakout. In this game, Prowl™, Bumblebee™, and Sari are trapped in a cave, and it is up to Optimus Prime™ to use his axe to smash through the rocks and free his friends.

[0109] The opening scene shows a part of Dinobot Island with a cave. Optimus Prime™, Sari, Prowl™ and Bumblebee™ are on the island and walk up to a cave. Sari, Prowl™ and Bumblebee™ go inside. Outside, Optimus Prime™ is still looking around. The ground starts to rumble, and Prime turns back to look at the cave. Tons of rocks fall down over the front of the cave, blocking his friends inside.

[0110] This is a breakout game. Optimus Prime™ is at the bottom of the screen. He throws his axe at the rocks to break them out of the way to save his friends. When the axe hits the wall, it breaks a rock, and bounces back. Optimus Prime™ moves LEFT/RIGHT to catch the axe and throw it back at the wall. If Optimus Prime™ misses the axe, the player loses a life. If Optimus Prime™ misses three times, the player loses the mission. When all the blocks are gone, the player wins.

EXAMPLE GAME **12**

[0111] Game **12** is named Boss Battle vs. Starscream™. In this game, Optimus Prime™ faces off against the powerful warrior Starscream™. The user will block the warrior's powerful air attacks and use an axe or grappler to knock him out of the sky.

[0112] The opening scene shows the city and Starscream™ flying in the air over the city. All five Autobots™, Sari, Sumdac™ and the Mayor are at a ribbon cutting for a new train station. The Autobots™ look up as and react in shock. The group scatters, running to the sides of the screen. A big explosion hits where they were and puts a hole in the ground.

[0113] This game is another Street Fighter style battle. In this battle, Starscream™ spends most of his time flying and making swooping attacks. Optimus Prime™ uses his booster axe to jump high enough to attack Starscream™. If Starscream™ gets close enough, Optimus Prime™ can use his grappler to grab Starscream™ and pull him down to the ground, where Optimus Prime™ can punch him a couple of times before Starscream™ transforms and flies away again or succumbs to the attacks.

EXAMPLE GAME **13**

[0114] Game **13** is named Final Boss Battle v. Megatron™ Part 1. In this game, Optimus Prime™ has hooked onto Megatron™ with his grapple, and the Decepticon™ leader is taking him on a dangerous aerial cruise around the city. Optimus Prime™ must swing to avoid oncoming obstacles.

[0115] The opening scene shows Sumdac™ giving Megatron™ a new body and Megatron™ showing that he tricked Sumdac™ and will destroy the Autobots™. Megatron™ is shown menacing the city. The Autobots™ are shown somewhere in the city. They look up as a helicopter files overhead. It flies past them and then sets down on the ground, facing in their direction. Sari is with them. The helicopter then transforms into Megatron™ and battle begins.

[0116] This is a Street Fighter type battle. The player may press the A button to attack and the B button to toggle weapons. The player may direct Optimus Prime™ to use his hand in a punch, punch, and kick combination. This combination is fast but not very strong. The player may use the axe in a swing, swing, and overhead swing combination. This combination is slower but more powerful. The player may use a hose to spray foam into Megatron's™ eyes and stun him momentarily. Finally, the player may use the grapplers to grab Megatron™ when Megatron™ flies above the battle.

[0117] Optimus Prime™ can use all of his weapons in this battle. However, after he takes 25%, 50%, and 75% of his energy, Megatron™ will fly up into the air so that Optimus Prime™ cannot reach him. Megatron™ can shoot Optimus from up in the sky. Each time Megatron™ does this, Optimus Prime™ must use his grapplers to grab Megatron™ and pull him back down to the ground. Megatron™ will do this three times. The first two times (at 25% and 50% energy gone) Optimus Prime™ can pull Megatron™ down to the ground. The third time Megatron™ does this (at 75% energy gone) Optimus Prime™ will grapple him, and Megatron™ will laugh. Megatron™ then transforms into a helicopter to fly away with Optimus Prime™ swinging behind him.

EXAMPLE GAME **14**

[0118] Game **14** is named Final Boss Battle v. Megatron™ Part 2. In this game, after crashing into the Sumdac™ factory, Megatron™ takes control of the assembly line and churns out hordes of evil robots. The user will fight through the factory as Optimus Prime™ and destroy the robot making machines.

[0119] The opening scene shows Optimus Prime™ walking forward and then Megatron™ laughing. Megatron™ is then seen sitting in a robot assembly line control area. It

should be a throne-like effect to have him in the seat. He puts his hands down into the machine like he's jacking into it, and robot drones start coming out of the front of it. Part of the machine is like a generator and must be destroyed at the end of this round of battle. Megatron™ has taken control of the robot factory and is making robot drones to attack Optimus Prime™.

[0120] This is a Street Fighter type battle, but Megatron™ does not fight directly. He is busy controlling the robot factory from the right side of the screen. Dozens and dozens of robots come out of the robot machine to attack Optimus Prime™. It is impossible for Optimus Prime™ to get close enough to attack Megatron™ directly. He must use his axe to cut down all of the robot drones so that he can get close enough to attack the machine. He has to hit the machine several times to destroy it. Optimus Prime™ can shoot his foam to blind Megatron™ for a moment. While Megatron™ is blinded, he cannot make robots. This gives Optimus Prime™ a chance to get close to the machine. Optimus Prime™ must destroy the machine to beat this level.

EXAMPLE GAME **15**

[0121] Game **15** is named Final Boss Battle v. Megatron™ Part 3. In this game, the user must defeat the mighty Megatron™ in personal combat. Megatron's™ Vehicle Mode is extremely powerful, and he is a skilled fighter. The user should block his Vehicle Mode attacks, use the grapple line, confuse him with foam spray, and time mega-axe attacks to knock his vehicle mode out of the air.

[0122] The opening scene shows Optimus Prime™ run on screen with his mega-axe. Megatron™ is standing on the other side, facing him. Megatron™ pulls out his helicopter blades to use as two swords and strikes a battle pose. This is the final battle; it is a Street Fighter type of fight. Optimus Prime™ has all of his weapons.

[0123] The player may press the A button to attack and press the B button to toggle weapons. The player may direct Optimus Prime™ to use his hand in a punch, punch, and kick combination. This combination is fast but not very strong. The player may use the mega-axe in a swing, swing, and overhead swing combination. This combination is slower but more powerful. The player may use a hose to spray foam into Megatron's™ eyes and stun him momentarily. Finally, the player may use the grapplers to grab Megatron™ when Megatron™ flies above the battle.

[0124] At the end of the game, the Autobots™ celebrate, but the screen shows that Megatron™ may return another day.

EXAMPLE GAME **16**

[0125] In Game **16**, Bumblebee™ has been transported through his daydreams into a video-game-like world. Bumblebee™ can run, jump, and transform into a car and zoom over ramps. The game scrolls from side to side and the object of the game is to get from the far left side of the screen using the platforms and ramps to scroll to the "finish line" which is off-screen far to the right. There are enemies that you can attack or avoid along the way.

EXAMPLE GAME **17**

[0126] In Game **17**, Bumblebee™ stands in the center of the screen; Arrows (up, down, left, and right) move from right to left across the screen. The object of the game is to press the correct directional key at the precise moment that the directional arrow moves across the matching icon on the left hand side of the screen. If you do this successfully, it is consider a success. Get four successes in a row, and Bumblebee™ will perform a special dance move. The game lasts for three minutes and the player must complete five successful special dance moves within that time to win. About halfway through the game, the speed of the moving arrows will increase to increase the difficulty.

EXAMPLE GAME **18**

[0127] In Game **18**, Bumblebee™ drives up a street with the goal of throwing newspapers at all of the houses that are expecting to receive a newspaper; a first button is pressed for a short throw to paper receptacles that are near the street and another button performs a long throw at paper receptacles that are farther off the street. During this time move left/right and even zoom up the screen a short distance in order to avoid crashing into any of the street obstacles (cars, holes, and motorcycles). BB must deliver **30** newspapers to win the stage. The player loses the stage if the player crashes fifteen times before delivering all the papers. The game increases in difficulty two times. After the first increase in difficulty, Bumblebee™ must avoid traffic on the cross streets. After the second increase in difficulty, Bumblebee™ must avoid more traffic on the cross streets. Throughout the game the scrolling speed increases as well.

EXAMPLE GAME **19**

[0128] In Game **19**, Bumblebee™ stands on the right hand size of the screen at the end of three counters; press up or down to move Bumblebee™ to align to the top, middle, or bottom counter. As the game progresses, hungry people appear on the left hand side of the counter and begin slowly moving towards the right hand side. Throw them a hamburger on a plate; the plate will slide down the counter to the hungry customer. When the plate reaches the customer, the customer will move back three spaces along the counter. Each counter is six spaces long. If the customer moves back off the screen he will not come back. However if the customer is still on the screen even after moving back three spaces, he will keep chomping down the counter looking for more. You must push back the customer off the counter by quickly throwing the food to them. Each time that a customer gets a burger, he will eat the burger and send the plate sliding back down towards Bumblebee™, who must be waiting at the end of the counter to collect the plate. Lose the game if:

[0129] a) a hungry customer reaches the end of the counter;

[0130] b) thrown burger goes down the counter with no customer to receive it; or

[0131] c) empty plate reaches the end of the counter without catching it.

[0132] Bumblebee™ can also press left to run down the counter towards the left to pick up plates and tips left by the customers. For every ten customers that the player feeds, the player will receive a cash tip. Player must run down the counter to collect the cash; if cash is collected five times then the player wins the game.

EXAMPLE GAME **20**

[0133] In Game **20**, Bumblebee™ moves around the outer ring of the screen with his blasters facing down the sewer pipe. Bad guys will appear at the center of the screen and

move outwards towards the outer ring. If the bad guy collides with Bumblebee™ three times, the player loses the game. The player wins the game if the player survives for two minutes or if the player destroys ten enemies with the blasters.

[0134] It should be appreciated that a wide range of changes and modifications may be made to the embodiments of the inventions as described herein. It is intended that the foregoing detailed description be regarded as illustrative rather than limiting. While there have been illustrated and described particular embodiments of the inventions, it will be appreciated that numerous changes and modifications will occur to those skilled in the art, and it is intended in the appended claims to cover those changes and modifications which fall within the true spirit and scope of the present invention.

What is claimed is:

1. A user transformable handheld game comprising:

a toy block assembly having a first standard configuration and a second extended configuration, the toy block assembly comprising,

a frame block, and

an extension block that is manipulatable by the user into the second extended configuration with the extension block connected to the frame block;

a display on the frame block for displaying two or more virtual environments corresponding separately to the first standard configuration and the second extended configuration of the toy block assembly;

a user input switch for controlling the displayed virtual environments;

an extension sensor disposed between the frame block and the extension block;

an information processor; and

a memory device comprising one or more memory segments in communication with the information processor, the memory device and the information processor being responsive to the extension sensor to enable generation of extended configuration inputs with the user input switch for controlling the display in the virtual environment corresponding to the second extended configuration.

2. The user transformable handheld game according to claim **1** in which the extension block of the toy block assembly is pivotably mounted to the frame block.

3. The user transformable handheld game according to claim **1** in which the extension block of the toy block assembly is slidably mounted to the frame block.

4. The user transformable handheld game according to claim **1** wherein the memory device is programmed with one or more preprogrammed games.

5. The user transformable handheld game according to claim **1** wherein the memory device comprises a memory segment to store a database.

6. The user transformable handheld game according to claim **4** further comprising a speaker to output audio during play of the one or more preprogrammed games.

7. The user transformable handheld game according to claim **4** wherein the memory device further comprises:

a first memory segment in communication with the information processor for storing the one or more preprogrammed games, the one or more preprogrammed games causing the information processor to generate a transformation of the virtual character on the display upon receipt of an input signal generated in response to a movement from the first standard configuration to the second extended configuration;

a second memory segment in communication with the information processor for storing the one or more preprogrammed games, the one or more preprogrammed games causing, upon receipt of an input signal generated in response to contact with the extension sensor, the information processor to generate a change in the virtual character on the display; and

a third memory segment in communication with the information processor for storing information in a database, said information to be used during game play.

8. The user transformable handheld game according to claim **4** in which the game program displays a virtual environment corresponding to the first standard configuration and a different virtual environment corresponding to the second extended configuration of the toy block assembly.

9. The user transformable handheld game according to claim **1** further comprising a display package for retail sale allowing manipulation from the first standard configuration and the second extended configuration and display of game play.

10. A user transformable handheld game comprising:

a toy block assembly having a first standard configuration and a second extended configuration, the toy block assembly comprising,

a frame block, and

an extension block that is manipulatable by the user into the second extended configuration with the extension block connected to the frame block;

a display on the frame block for displaying two or more virtual environments corresponding separately to the first standard configuration and the second extended configuration of the toy block assembly;

a user input switch for controlling the displayed virtual environments;

an extension sensor disposed between the frame block and the extension block;

an information processor; and

a memory device comprising one or more memory segments in communication with the information processor, the memory device and the information processor being responsive to the extension sensor to enable generation of extended configuration inputs with the user input switch for controlling the display in the virtual environment corresponding to the second extended configuration wherein the one or more memory segments comprise,

a first memory segment in communication with the information processor for storing one or more preprogrammed games, the one or more preprogrammed games causing the information processor to generate a transformation of the virtual character on the display upon receipt of an input signal generated in response to a movement from the first standard configuration to the second extended configuration;

a second memory segment in communication with the information processor for storing the one or more preprogrammed games, the one or more preprogrammed games causing, upon receipt of an input signal generated in response to contact with the extension sensor, the information processor to generate a change in the virtual character on the display;

a third memory segment in communication with the information processor for storing information in a database, said information to be used during game play;

a fourth memory segment in communication with the information processor for retrieving information from the database, said information to be used to control access to the one or more preprogrammed games; and

a fifth memory segment in communication with the information processor for storing the one or more preprogrammed games, the one or more preprogrammed games causing the information processor to generate a movement of the virtual character on the display upon receipt of an input signal generated in response to contact with the user input switch.

11. The user transformable handheld game according to claim **10** in which the extension block of the toy block assembly is pivotably mounted to the frame block.

12. The user transformable handheld game according to claim **10** in which the extension block of the toy block assembly is slidably mounted to the frame block.

13. The user transformable handheld game according to claim **10** further comprising a speaker to output audio during play of the one or more preprogrammed games.

14. The user transformable handheld game according to claim **10** further comprising a display package for retail sale allowing manipulation from the first standard configuration and the second extended configuration and display of game play.

15. A method for transforming the casing and the environment of a handheld game comprising:

extending a toy block assembly having a first standard configuration and a second extended configuration from a frame block manipulatable with an extension block into the second extended configuration with the extension block connected to the frame block;

displaying on the frame block two or more virtual environments corresponding separately to the first standard configuration and the second extended configuration of the toy block assembly;

controlling the displayed virtual environments by depressing a user input switch;

signaling an extension sensor disposed between the frame block and the extension block to shift between the first standard configuration and the second extended configuration; and

communicating between a memory device and an information processor, the memory device and the information processor responding to the extension sensor and generating extended configuration inputs with the user input switch controlling the display in the virtual environment corresponding to the second extended configuration.

16. The method for transforming the casing and the environment of a handheld game according to claim **15** further comprising a speaker for outputting audio during game play.

17. The method for transforming the casing and the environment of a handheld game according to claim **15** further comprising packaging for retail sale allowing manipulation from the first standard configuration and the second extended configuration and display of game play.

18. The method for transforming the casing and the environment of a handheld game according to claim **15** wherein the communicating step between the memory device and the information processor further comprises the steps of:

generating a transformation of the virtual character on the display upon receipt of an input signal in response to a movement from the first standard configuration to the second extended configuration;

generating a change in the virtual character on the display in response to contact with the extension sensor;

storing information in a database to be used during game play;

retrieving information from the database, said information to be used to control access to the one or more preprogrammed games; and

generating a movement of the virtual character on the display upon receipt of an input signal generated in response to contact with the user input switch.

19. The method for transforming the casing and the environment of a handheld game according to claim **18** wherein generating the step of generating the transformation of the virtual character on the display upon receipt of the input signal in response to a movement from the first standard configuration to the second extended configuration further comprises transformation strategy elements during game play of the one or more preprogrammed games.

20. The method for transforming the casing and the environment of a handheld game according to claim **18** wherein generating the step of generating the movement of the virtual character further comprises transformation strategy elements during game play of the one or more preprogrammed games.

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