



# MONTHLY BULLETIN

February 2009

## RUBIK'S 'RUBOT' SETS WORLD RECORD

"The **RuBot 2** is not the first Rubik's Cube solving robot, but it has to be the coolest looking - and I truly believe it to be the fastest robotic Cube solver ever" said **Pete Redmond**, the robot's Irish inventor, prior to his **Guinness World Record** attempt.



**How does he do it?** For those of you who haven't yet met the RuBot, here's how! Cameras in his 'eyes' scan the mixed-up Cube... and then his pneumatic 'arms' solve it, using a very efficient computer algorithm to figure out the solution - which he usually comes up with in less than 20 moves. After the scan, he can usually do the solve in about **35 seconds**, no matter how much it is mixed up. The Guinness World Record requirement included scanning time - and the wonderful RuBot 2 completed his challenge in **64 seconds**. Congratulations, Pete - our 2010 copy of the *Guinness Book of Records* is on order already!



TIME MAGAZINE'S exclusive **Rubik's 360** coverage featuring a 'demo' by Erno Rubik himself heralds the world trade launch at Nuremberg... *see over!*

## TIME MAGAZINE EXCLUSIVE – here's the link!

Many of our readers will be looking forward to meeting up at Nuremberg – and needless to say, one of the stars of the show will be the brilliant new **Rubik's 360**, which consumer-launches during late Summer. You should by now have accessed our 8-page **Licensees' Publicity Guidelines** document – and loads of useful pictures - on our ftp site.

To underline the importance of the trade launch activity at Nuremberg, we arranged a one-off exclusive about the Rubik's Cube phenomenon and the arrival of the 360 with the international business magazine **TIME**. This appears in the current issue of the magazine, and online on the link below.

<http://www.time.com/time/magazine/article/0,9171,1874509,00.html>

**Erno Rubik** himself also agreed to be filmed for TIME – and the footage will go live on the day Nuremberg opens – **Thursday 5<sup>th</sup> February...**  
the link for you to access it is below:

[www.time.com/rubik](http://www.time.com/rubik)

Guess how many people will have the opportunity to see this story? Well, around 12 million people worldwide pick up a copy of TIME each week, and we're told 140 million visitors per month visit their site. Not a bad start !

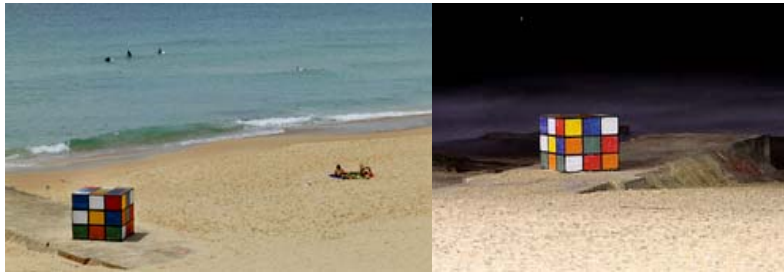


**CHART-TOPPERS!**



We've just heard from our UK distributor Drumond Park that NPD (the company which monitors retail sales in the UK toy industry) has announced that in the 'Total Games' classification for the 2008 year, the Rubik's Cube has done amazingly well – both in Volume and Value. It has beaten the likes of Radica Mattel's 20Q and Hasbro's Bop It Extreme, taking the top slot on both charts!

We'd be very interested to hear how our other licensees round the world fared in the year-end charts – let us know by 20<sup>th</sup> February if you can.



## CUBE BY THE BEACH – more Guerilla Public Art

Here's another great sighting – this time it's **Maroubra beach in Sydney**, where for decades a large concrete block has sat looking out across the foreshore. Over the years, the tide has washed sand in and out around it, children have climbed on it – and jumped off it - teenagers have leaned against it... But in the middle of a balmy night recently, in a daring 6-hour escapade, two artists (with a 'look-out' companion) transformed the boring old block into a giant Rubik's Cube. So now there it sits, our Cube, happily sharing the beach with the cool kids and their surfboards, bleached hair and suntans!

## HUGE MEDIA COVERAGE FOR AACHEN OPEN



The **Aachen Open**, held on 11<sup>th</sup> January, was a well organized event attracting many entries from all around the world - and the media loved it. Markus from Jumbo sent us just one of the many cuttings which resulted... it's from the *Westfälische Rundschau* (a newspaper distributed in Northern Westfalia, with a circulation of 240,000). An excellent report appeared on *RTL*, the German national television entertainment network, and a further piece was aired on 21st January, on *Stern TV*.



## SEXY MATHS

[http://women.timesonline.co.uk/tol/life\\_and\\_style/women/the\\_way\\_we\\_live/article5554655.ece](http://women.timesonline.co.uk/tol/life_and_style/women/the_way_we_live/article5554655.ece)

A great piece about the '**aha**' moment - when players solve the Rubik's Cube - appeared recently in the London *Times*. We especially loved the illustration!





# KEEP US IN YOUR PICTURE!

*We really enjoy hearing from you*

If you have any news for us – or distribution, marketing or publicity tips you feel would be useful to other licensees in the ever-expanding Rubik's network, please get in touch – by the 20<sup>th</sup> of the month, every month

**With best wishes – David, Chrisi and the team at Seven Towns**

*Guest editors: Ray Hodges and John Parker* © Seven Towns Ltd. 2008

