

aibo Programming Contest
OFFICIAL CONTEST RULES

**OPEN ONLY TO ELIGIBLE LEGAL RESIDENTS OF THE 50 UNITED STATES AND
D.C. (EXCLUDING TERRITORIES), 18+ YEARS OLD (19+, AL, NE) AS OF TIME OF
ENTRY**

NO PURCHASE OR PAYMENT NECESSARY
**A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF
WINNING**

INTERNET ACCESS REQUIRED

1. THE CONTEST: The aibo Programming Contest” (“Contest”) consists of eleven (12) prizes (“Contest”). The Contest starts 07/12/21 at 12:00:01 A.M., Pacific Time (“PT”) and ends 09/13/21 at 11:59:59 P.M., PT. (“Contest Period”). ALL ENTRIES MUST BE RECEIVED NO LATER THAN 11:59:59 PM (PT) ON 09/13/21.

2. HOW TO ENTER: To enter the Contest the entrant must complete the following steps. Entrant may enter into the aibo Visual Programming Category and/or the aibo Linkable App Category (each “Category”):

A. aibo Visual Programming Category

1. Create a program based on the theme, “Make life with aibo more enjoyable”, with aibo visual programming.
2. Take a video of aibo moving and take a capture (or photo) of the aibo visual programming screen.
3. Post on your Twitter account, a (i) title of the Program that was created in the caption; (ii) video of the Program being executed by your aibo; and (iii) capture or photo of the Programming as well as why it will make life more enjoyable with aibo; and (iv) the hashtag: **#aiboVPContest**
4. If you entered the Contest per these Rules, you will receive a “like” from the aibo official account. If you don’t receive a “like” after waiting for a week you are not entered into the Contest, please check the hashtag, follow these Rules and post again in order to be entered into the Contest.

B. aibo Linkable App Category

1. Create and share a Linkable App idea for aibo
2. Post your answer on Twitter with the hashtag “**#aiboIdeaContest**”. Please give your idea a title and include in the caption and share why it will make life more enjoyable with aibo.

3. If you entered the Contest per these Rules, you will receive “like” from the aibo official account. If you don’t receive a “like” after waiting for a week you are not entered into the Contest, please check the hashtag, follow these Rules and post again in order to be entered into the Contest.

3. SUBMISSION REQUIREMENTS:

Posts/Program(ming) or Submissions: (i) may not have been commercially available; (ii) may not have won or have been previously submitted to Sony or to any other contest, including third party contests; (iii) must be the exclusive original work of the entrant and made for the Contest; (iv) may not be inappropriate, offensive, libelous or defamatory, pornographic, sexually explicit, unlawful or plagiarized, as determined by Sony in its sole discretion; (v) 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; (vi) may not violate or encourage others to violate any applicable law, statute, ordinance or regulation; (vii) 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; (viii) may not contain commercial or corporate advertising, including but not limited to corporate logos, brand names, and slogans, other than those relating to Sony; (ix) may not include any viruses, worms, corrupt files, Trojan horses, or other forms of corruptive code or content that may harm or compromise the Contest Site, and/or the proper conduct of the Contest; (x) may not use any watermarks or distinguishing artist marks (such as signatures); and (xi) if found to be in violation of these rules will be disqualified and therefore removed from the Contest Site.

4. JUDGING CRITERIA: All eligible entries will be judged on or before 09/17/21 by Sony, in its sole discretion, based on the following criteria in each Category:

A. aibo Visual Programming Category

Grand Prize (1) / Runner Ups Award (2):

Enjoyment with aibo – 34%

Charm of aibo – 33%

Programming skill – 33%

aibo Development Team Award (1):

Programming skill – 100%

Special Award (4):

Uniqueness – 100%

B. aibo Linkable App Category

Grand Prize (1) / Runner Ups Award (2):

Enjoyment with aibo – 34%

Charm of aibo – 33%

Feasibility – 33%

aibo Development Team Award (1):

Programming skill – 100%

In the event of a tie of the total amount of the judging criteria score, the judges will re-evaluate the tied applications according to the above criteria until the tie is broken.

On or about the respective Contest dates listed in the table below, Sony will select the names of the potential winner of each Category from among all eligible entries received during the Contest Period. The potential winners will be notified by Twitter Direct Message or about the Notification Dates listed in the table. Odds of winning depend on the number of eligible entries received during the Contest Period.

5. IMPORTANT DATES FOR PARTICIPATING IN THE CONTEST: The Contest consists of eight (8) prizes under the Visual Programming Category and four (4) prizes under the Linkable App Category. Entry is via Internet only.

Start Date (as of 12:00:01 A.M., PT that day)	End Date (as of 11:59:59 P.M., PT that day)	Contest Judging Date	Approximate Notification Date
07/12/21	09/13/21	10/04/21	10/11/21

5. PRIZES AND APPROXIMATE RETAIL VALUES (“ARV”): TOTAL OF \$142.77 (12) CONTEST PRIZES:

A. aibo Visual Programming Category

- (i) **GRAND PRIZE (1):** One (1) Grand Prize Winner will receive one (1) of each:
 - Special online personal lecture for Linkable App (ARV \$4.55)
 - Laptop Case (ARV \$7.27)
 - Notebook (ARV \$13.64)
 - Sticker (ARV \$0.91)
- (ii) Two (2) Runner Ups Award will receive one (1) of each:
 - Laptop Case (ARV \$7.27)
 - Sticker (ARV \$0.91)
- (iii) One (1) winner for aibo Development Team Award will receive one (1) of each:
 - Laptop Case (ARV \$7.27)
 - Sticker (ARV \$0.91)
- (iv) Four (4) winners for the Special Award will receive one (1) of each:
 - Hand Towel (ARV \$4.55)
 - Sticker (ARV \$0.91)

B. aibo Linkable App Category

- (i) **GRAND PRIZE (1):** One (1) Grand Prize Winner will receive one (1) of each:
 - Special online tour with aibo development team (ARV \$4.55)
 - Laptop Case (ARV \$7.27)
 - Notebook (ARV \$13.64)

- Sticker (ARV \$0.91)
- (ii) Two (2) Runner Ups Award winners will receive one (1) of each:
- Notebook (ARV \$13.64)
 - Sticker (ARV \$0.91)
- (iii) One (1) winner for aibo Development Team Award will receive one (1) of each:
- Notebook (ARV \$13.64)
 - Sticker (ARV \$0.91)

Total ARV prize package is: \$142.77.

All federal, state, and local taxes and fees associated with the prize receipt and/or use, if any, are solely the responsibility of winner. The ARV represents Sponsor's good faith determination. That determination is final and binding and cannot be appealed.

IMPORTANT: Sony has no responsibility for a winner's inability or failure to accept or utilize a prize as described herein. Prizes are not redeemable for cash. All prizes in this Contest are nontransferable and non-substitutable except that Sony may, at its sole discretion, substitute a prize or any component thereof with one of equal or greater value. All winners may 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 as required for tax reporting purposes) & Publicity/Liability Release (where permitted by law), or the prize will be forfeited in its entirety and, time allowing, an alternate potential winner(s) will be selected. Additionally, the winners will each receive a Form 1099 in the amount of the actual value of the prize, as required by law. If the prize is won by a minor in his/her state of residence, his/her parent or legal guardian must sign and return all required aforementioned documents.

6. ELIGIBILITY: The Contest is open only to persons who are legal residents of, and living within, the 50 United States and D.C. (excluding territories), 18+ years or older (19+, AL and NE), as of the date of entry except 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.

7. RELEASE: By acceptance of a prize, the winner releases 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 prize related activity whether sponsored by Sony or third parties, or the acceptance or possession or use/misuse of the prize or any component of the prize.

8. 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 entrant 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. Any personally identifiable information collected during an entrant'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 Privacy Policy at <http://products.sel.sony.com/SEL/legal/privacy.html>.

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 Twitter account, the winning entry will be deemed to have been made by the Authorized Account Holder of Twitter account submitted at time of entry. "Authorized Account Holder" is defined as the natural person who is assigned to Twitter account by an Internet access provider, on-line service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning Twitter account for the domain associated with the submitted Twitter account. **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.**

9. DISPUTES: Issues concerning the construction, validity, interpretation and enforceability of these Official Contest Rules shall be governed by the laws of the State of Delaware. 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.

10. GENERAL: By participating in the Contest, entrants agree to these Contest Rules and the decisions of Sony, which are final and binding in all matters and all respects relating to this Contest. This Contest is void U.S. territories and wherever else prohibited by law. Acceptance of a prize constitutes the winner's consent to the use of his/her/their 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 or mail that is lost, late, undelivered, misdelivered or postage due mail.

11. WINNERS LIST: For the name of the winners, no later than 12/31/21, send a self-addressed stamped envelope to: aibo Ideas Contest Winners List, 16535 Via Esprillo, San Diego, CA 92127.

Sponsor: Sony Electronics Inc., 16535 Via Esprillo, San Diego, CA 92127.

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