

TGS Forum 2005, the conference for industry involved persons

“TGS Forum 2005,” a conference for business professionals in the computer entertainment industry will be held as follows.

The keynote speakers will be Mr. Robert J. Bach, Chief Xbox Officer and Senior Vice President, Home and Entertainment Division, Microsoft Corp. and Mr. Satoru Iwata, President of Nintendo Co., Ltd.

For those of you from overseas, we have “A Developers Session – CEDEC Premium,” a seminar equipped with Japanese-English simultaneous interpretation.

“CEDEC Premium” is a seminar offered in conjunction with CEDEC, Japan’s largest conference for game developers organized by CESA. This session is supported by the International Game Developers Association (IGDA) which is an international NPO for game developers. Under the theme of “The next-generation development strategies of Electronic Arts – what makes the company the world’s largest publisher,” two speakers from Electronic Arts Inc. (U.S.) explore the future course of this increasingly globalized industry.

In addition to developers session, cell phone game session, online game session, and characters session will be held. These sessions should give you key ideas for next generation’s game business.

*Only keynote speech and developers session will have simultaneous Japanese-English interpretation.

【Keynote Speech】Outline

Date and Hour: September 16 (Fri.) 10:00 ~ 11:50
Venue: International Conference Hall at Makuhari Messe
Attendance Fee: Free of charge

[Agenda]

- 10:00 ~ 10:50 Speaker: Mr. Robert J. Bach, Chief Xbox Officer and Senior Vice President,
Home and Entertainment Division, Microsoft Corp.
- 11:00 ~ 11:50 Speaker: Mr. Satoru Iwata, President of Nintendo Co., Ltd.

【Developers Session “CEDEC Premium”】Outline

Date and Hour September 16 (Fri.) 15:15 ~ 17:15
Venue: International Conference Hall at Makuhari Messe
Attendance Fee: Day ticket 10,000 yen (tax included)
Theme: “The next-generation development strategies of Electronic Arts
– what makes the company the world’s largest publisher,”

[Agenda]

- 15:15 ~ 15:25 [Introduction]
Mr. Kiyoshi Shin, Coordinator of IGDA Japan chapter
- 15:25 ~ 16:05 [Lecture]
“Video Games: Technology challenges or people challenges ? ”
Mr. John Buchanan
University Research Liaison Dude
Electronic Arts Vancouver, Canada
- 16:05 ~ 16:45 [Lecture]
“Can a computer game make you cry?
Creating & Publishing the Next Generation of Entertainment”
Mr. Neil Young
Vice President, General Manager & Studio Head
Electronic Arts Los Angeles
- 16:45 ~ 17:15 [Q&A]
Moderator: Mr. Kiyoshi Shin, Coordinator of IGDA Japan chapter