



TOKYO GAME SHOW 2010

The Main Visual Unveiled Expressing the Futuristic View of the Game World “GAME goes to a new chapter.”

Computer Entertainment Supplier’s Association
Nikkei Business Publications, Inc.

The Computer Entertainment Supplier’s Association (CESA; Chairman: Yoichi Wada; location: Minato-ku, Tokyo), in cooperation with Nikkei Business Publications, Inc. (Nikkei BP; President & CEO: Yasuo Hirata; location: Minato-ku, Tokyo), will hold the TOKYO GAME SHOW 2010 over a four-day period from Thursday, September 16 to Sunday, September 19, 2010 at Makuhari Messe in Mihama-ku, Chiba City, Chiba Prefecture. The main visual for the Show was unveiled today.

The environment surrounding games is changing dramatically. In addition to new network terminals such as smartphones, there are new playgrounds being provided by social networking services (SNS) that use free games as a trigger, and new game platforms are quickly gaining popularity and expanding. Furthermore, visual expressions are evolving from 2D to 3D, realizing completely new game experiences. Meanwhile, in addition to the three major game markets —Japan, North America and Europe—countries such as China, Korea and Taiwan are boosting their presence, followed by many other emerging countries, including India. This will lead to creation of a huge Japan-led Asian market in the very near future. Certainly, the game industry is now at the dawn of a new era. The TOKYO GAME SHOW 2010 is catching these waves and making a great leap forward. Employing its midterm vision of becoming the “No. 1 Information Network in the Asian Region” and “World’s Largest Event”, the TOKYO GAME SHOW will continue to present something new and exciting to as many people as possible all around the globe.



TOKYO GAME SHOW 2010 – More Powerful than Ever!! Start of a New Chapter of Games

The main visual of the Tokyo Game Show 2010 has been created by Ipei Gyoubu, a leading graphic designer who is renowned for his work in advertising campaigns and magazines. Based on the concept of a near-futuristic view of the ever-evolving game industry, the theme of “**GAME goes to a new chapter.**” is expressed by means of his unique perspective.

Here, the TOKYO GAME SHOW is compared to a popular idol who always draws a lot of attention and influences everyone she comes into contact with. The idol appears in a futuristic city and utilizes various interfaces to network and reach people around the world, to communicate the amusement and deep resonance of games. The visual carries the wish that you fall in love with the brilliant presence of games.

As expressed in the visual, the TOKYO GAME SHOW 2010 aims to anticipate the changes of the times, seek for even greater joys of games that are greatly loved, and introduce the very latest in the computer entertainment industry. Please come and experience the futuristic view of games!

【TGS INFORMATION 2】

Tokyo Game Show 2010 exhibitor applications will be accepted until Friday, June 11.

Tokyo Game Show Management Office will continue to update information on "Tokyo Game Show 2010". Upcoming events on the schedule are the deadline for exhibitor applications on Friday, June 11, and announcement of the exhibition scale, exhibitors, and further detail of the event on Thursday, July 1.

The Tokyo Game Show, with its objective of delivering the latest in the game industry, will continue to contribute to further developments of the market.

- * For more information on exhibitor application, please visit: <http://tgs.cesa.or.jp/english>.
- * For inquiries regarding running a booth, please contact Nikkei Business Publications (Phone: +81-3-6811-8082)

Event Outline

Event Title:	TOKYO GAME SHOW 2010		
Organized by:	Computer Entertainment Supplier's Association (CESA)		
Co-organized by:	Nikkei Business Publications, Inc. (Nikkei BP)		
Supported by:	Ministry of Economy, Trade and Industry (planned)		
Period:	September 16 (Thursday)	Business Day	(10:00 – 17:00)
	September 17 (Friday)	Business Day	(10:00 – 17:00)
	*Admissions on Business Days will be limited to members of the industry and the media.		
	September 18 (Saturday)	Open to the public	(10:00 – 17:00)
	September 19 (Sunday)	Open to the public	(10:00 – 17:00)
Venue:	Makuhari Messe (Mihama-ku, Chiba City, Chiba Prefecture) Exhibition Hall 1-8, and International Convention Center		
Exhibits:	<ul style="list-style-type: none">• General Exhibition Area• Merchandise Sales Area (★Regulations partially changed this year)• Family Area (★NEW: developed from the previous Kids' Area)• Game School Area• PC Online Game Business Area (★NEW)• Game PC Area (★NEW)• Mobile Area (★NEW)• Audio-Visual & Gadget Area (★NEW)• Business Solution Area• International Career Pavilion (★NEW)• Business Meeting Area		

[Exhibitor Registration Schedule]

Application Deadline:	June 11 (Friday)
Booth Allocation Meeting:	June 23 (Wednesday) — for exhibitors who apply for 40 booth partition units or more (island booths)
	July 1 (Thursday) — for exhibitors who apply for 39 booth partition units or less (with adjoining booths)
Explanatory Meeting:	July 1 (Thursday)

Ippei Gyoubu

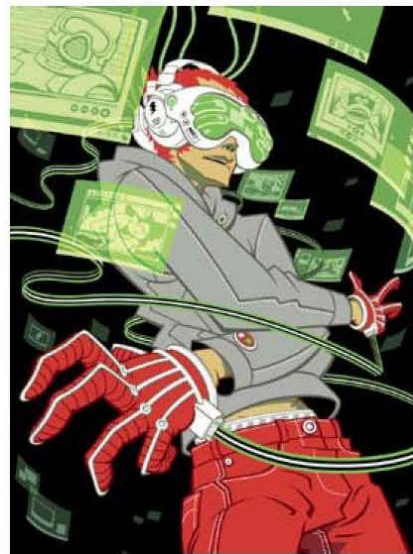
Ippei Gyoubu's graphic artworks are created mainly for magazines and advertising campaigns.

Here are some examples of his works: "Gyoubu Ippei model", a special limited edition Sony Walkman; package design, advertisement illustrations and image character design for Konami's "J. League Winning Eleven Tactics"; package design for "Dr. Pepper" (Coca-Cola Japan, 2005); adidas Japan ad campaigns, visuals for SONY×FM802 "You are the NEXT!"; and character design for Sega's "MC Studio".

He has also been very active overseas, including: poster design for Nike's "THE NIKE SPACE RACE 2020"; works introduced in "Big Magazine"; works introduced in "Graphic Design for the 21st Century"; main visual production for Hong Kong Harbour City's "Sport X"; works provided for "Hello Kitty Secret House"; and a music video for Cartoon Network's "Class of 3000 #19".

He has also participated in many exhibitions both in Japan and abroad. One of his most recent works is the mural in the Osaka Pavilion at Expo 2010 Shanghai China.

You can find more about him on his official website: <http://www.gyoubu.com>



Note: The above artworks have been provided by the artist as reference materials.
Unauthorized use of these graphics is prohibited.