

TOKYO GAME SHOW 2011

GAME – Dancing Your Heart

Press Release

June 30, 2011

Organizer's Information No. 1

146 Exhibitors for the TOKYO GAME SHOW 2011
Advance Ticket and TGS Supporters Tickets
go on sale July 13!

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: Kohei Osada; location: Minato-ku, Tokyo), will hold the TOKYO GAME SHOW 2011 over a four-day period from Thursday September 15 to Sunday September 18, 2011 at Makuhari Messe in Mihama-ku, Chiba City, Chiba Prefecture. The number of exhibitors and their names (as of June 22) was announced today, along with ticket information and other updates.

In consideration of the power shortage expected this summer, we have decided to implement power-saving measures to reduce electricity consumption by 25% compared with last year.

[TOKYO GAME SHOW 2011 (as of June 22)]
Number of Exhibitors: 146 companies
Number of booth partition units: 1,213 units

*See Exhibit 1 for details on exhibitors

The fact that as many as 146 companies and organizations (34 exhibitors from overseas) are going to participate in the event despite the Great East Japan Earthquake shows that games are loved by people all over the world. In this year's game show, in addition to new controversial game devices, the number of exhibitions related to social games and smartphone games will be increased significantly. Changes and new possibilities in the gaming industry will be displayed. Don't miss the wide variety of sponsor events such as the TGS Forum with renewed session themes and game tournaments.

The popular TGS2011 SUPPORTERS CLUB tickets (¥3,000 with privileges, tax inclusive) and advance tickets (¥1,000, tax inclusive) will go on sale Wednesday July 13. We will also be selling Business Day advance registration tickets (¥5,000, tax inclusive), exclusively for those in the gaming industry, as we did last year.

[Tickets for general visitors]

Advance tickets for general visitors and TGS2011 SUPPORTERS CLUB tickets with special privileges go on sale on 10 a.m. Wednesday, July 13.

■Advance tickets

- Sale date: 10 a.m. Wednesday, July 13
- Price: Adult (junior high school age and older): ¥1,000 (tax inclusive)
- Sold at: TGS official website online ticket (e-tix)

■TGS2011 SUPPORTERS CLUB tickets

- Sale date: 10 a.m. Wednesday, July 13. Sale of these tickets will be finished as soon as the predetermined number of tickets sells out.
- Price: ¥3,000 (tax inclusive) *If they wish to receive privileges, these tickets will be required also for children of elementary school age or younger (excluding babies).
- Sold at: TGS official website online ticket (e-tix)
- Privilege: The package includes a TGS SUPPORTERS CLUB T-shirt and a special pin. Ticket holders will be given priority admission to the Show for a set period of time from when the doors open
- Remarks: Please note that only a limit number of TGS 2010 SUPPORTERS CLUB tickets are available.

[Business Days tickets]

The Tokyo Game Show 2011 will sell Business Days tickets for those from the gaming industry, as we did last year. These tickets will be provided after you fill in an entry form on the “advance registration for the Business Days” page on the TGS official website and the Management Office confirms that you are from the gaming industry. Entries will be accepted from Monday, August 1. These tickets can be used for admission during the two Business days: Thursday, September 15 and Friday, September 16. The ticket price is 5,000 yen (tax inclusive).

[Power-saving measures]

In consideration of the power shortage expected this summer, we have decided to reduce the total electricity consumption during the show by 25% compared with last year, including power used for site management and the removal of equipment. Specifically, we aim at achieving a 25% reduction by implementing power-saving measures such as replacing exhibition lighting with LED bulbs, not running down escalators, and limiting power consumption per exhibition booth. In addition, green electricity, introduced in 2009, will be used this year as well.

[Organizer Projects]

■TGS Forum 2011

Keynote lectures as well as four special paid sessions — “Smartphone & Tablet Session,” “SNS Platform Session,” “Social Game Session,” and “Asian Game Business Session” — will be held. Details will be announced in July.

■Asian Game Business Summit

“The Asian Game Business Summit” held last year will also be held this year. Details will be announced in July.

■“Tougeki – Super Battle Opera” at TGS

“Tougeki,” an international fighting video game tournament to decide the number one player, which was held last year, will also be held this year in a special event area at Tokyo Game Show.

■Cosplayers Event

Cosplayers mainly dressed up as game characters will attend from Japan and abroad. Details will be announced at a later date.

■TGS Tours

Domestic and international TGS official tours are planned this year as well. We have significantly expanded TGS tours from abroad to include 20 countries and regions and 29 cities (4 countries and regions last year). Tours in Japan will start accepting entries from June 22 through our partnership with “Famitsu”, a game magazine. These tours combine accommodation for the previous day of admission and an entrance ticket with exclusive tour privileges.

■TGS Official Goods

TGS official goods will be sold this year at TGS official shops inside and outside the venue during the show. The lineup will be expanded with a wider variety of products. Details will be announced at a later date.

Event Outline

Event Title:	TOKYO GAME SHOW 2011
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
Period:	September 15 (Thursday) Business Day (10:00 – 17:00) September 16 (Friday) Business Day (10:00 – 17:00) September 17 (Saturday) Open to the public (10:00 – 17:00) September 18 (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
No. of visitors:	190,000 (estimated)
No. of exhibitors:	146; 1,213 booth partition units (as of June 22)
Tickets:	Adult: advance tickets, ¥1,000; at the door, ¥1,200 (tax inclusive) Elementary school age or younger: free-of-charge TGS Supporters Club: advance tickets ¥3,000 (tax inclusive)



*Admissions on Business Days are limited to members of the industry and the media.

*On days open to the public, the doors may be opened earlier for visitors with specific tickets.

TOKYO GAME SHOW 2011 Booth Number list (Alphabetical Order) ※Booth # for International Pavilions and Business Meeting Area will be posted on later days.

Area	Company name
General Exhibition Area	ACQUIRE Corp.
	ARC SYSTEM WORKS Co., Ltd.
	ASCII MEDIA WORKS Inc.
	Bushiroad Inc.
	Capcom Co.,Ltd
	Comi-Po!
	CREATIVE INTELLIGENCE ARTS, INC.
	Czyonoft Studios
	DIGITAL WORKS ENTERTAINMENT
	ENTERBRAIN, INC.
	GREE, Inc.
	KGS Inc.
	KONAMI
	KOREA CREATIVE CONTENT AGENCY
	Microsoft Japan Co., Ltd.
	MORI GAMES CO., LTD.
	NAMCO BANDAI Games Inc.
	NHK ENTERPRISES, INC..
	SEGA CORPORATION
	SIGGRAPH Asia 2011
	Sony Computer Entertainment Inc.
	SQUARE ENIX CO., LTD.
	Taiwan Game Pavilion
	Chinese Gamer International Corp.
	Fun Yours Technology
	Injoy Motion Corp.
	International Games System Co., Ltd.
	Lager Network Technologies Inc.
	X-legend Entertainment Inc
	XPEC Entertainment Inc.
	Zeroplus Technology Co., Ltd.
	Game Industry Promotion Alliance
	Taiwan External Trade Development Council
TECMO KOEI GAMES CO., LTD.	
TERA LOGIC LTD.	
The Behemoth	
UBM Techweb	
VUZIX Corporation	
Wizards of the Coast LLC	
Merchandise Sales Area	5pb.
	Alchemist, Ltd.
	Bushiroad Inc.
	Capcom Co.,Ltd
	COSPA inc.
	GAMETECH CO., LTD.
	Internet Radio Station <onsen>
	KONAMI
	NAMCO BANDAI Games Inc.
	Nikkei Business Publications, Inc.
	SAN-EI CO., LTD.
	SANWA DENSHI Co., Ltd.
	SEGA CORPORATION
SQUARE ENIX CO., LTD.	
SQUARE ENIX MUSIC	
TOYPLA	
Family Area	Alchemist, Ltd.
	Capcom Co.,Ltd
	KONAMI
	Microsoft Japan Co., Ltd.
	NAMCO BANDAI Games Inc.
	SEGA CORPORATION
SQUARE ENIX CO., LTD.	
Game School Area	Anabuki College Group
	Arts college YOKOHAMA
	ASO BUSINESS COMPUTER COLLEGE
	ECC COLLEGE OF COMPUTER AND MULTIMEDIA
	Higashi-Nihon Design & Computer College
	Hokkaido Information University
	JAPAN ELECTRONICS COLLEGE
	Kanagawa Institute of Technology
	Kobe Institute of Computing - College of Computing
	Kyushu Designers Gakuin College
	NIHON KOGAKUIN COLLEGE / TOKYO UNIVERSITY OF TECHNOLOGY
	Niigata Computer College
	Niigata High Technology College
	Numazu Professional Training College of Business and Information Technology
	Osaka Electro-Communication Univ. Department of Digital Games
	OTA INFORMATION & BUSINESS COLLEGE
	Professional Training College Tokyo Net Wave
	SHOBI UNIVERSITY
	SOGOGAKUEN HUMAN ACADEMY
	Tohoku Computer College
	TOKYO COMMUNICATION ARTS
	TOKYO DESIGN TECHNOLOGY CENTER
	TOKYO DESIGNER GAKUIN COLLEGE
	Tokyo Jitsugyo High School
	TRIDENT COLLEGE OF INFORMATION TECHNOLOGY
	World Institute of Zeal artists for digital and technology
Yokohama Digital Arts College	

Area	Company name
Mobile & Social Game Area	1UPGAMES Inc.
	BENEFIT JAPAN CO., LTD.
	Cie Games Japan K.K.
	City of Sapporo
	Dice Station K.K.
	Digicraft Corporation
	Edia Co., Ltd.
	Geisha Tokyo Entertainment Inc.
	GMS Co., Ltd.
	Hokkaido Information and Communication Technology Association
	IDEA FACTORY Co., Ltd.
	InComm Japan KK
	INTERSAVE CO., LTD.
	Lunghwa University of Science and Technology, Dept. of Multimedia and Game Science
	MOONGA TRADING CARD GAME
	NEGGI STUDIO
	OKADA BOEKI CO.LTD.
	PARROT S.A.
	QueryEye Inc.
	redream Inc.
R-FORCE ENTERTAINMENT INC.	
VIVITOUCH	
We Are Engineering, Inc.	
Winlight Co., Ltd.	
Gaming PC & Network Game Area	Active Gaming Media Co.Ltd.
	CyAC
	CYBERFRONT Corporation
	Kunlun Japan Corp
	MGAME Japan Corporation
NHN Japan Corporation	
Gaming Device Area	Answer Co., Ltd
	B-Bridge Inretnational Inc.
	Data Mate Co., Ltd.
	excellence Co., Ltd.
	GAMETECH CO., LTD.
	MAGREX Co., Ltd.
	MyndPlay Ltd.
	NICHIGAN
RAZER USA LTD	
TANOSey Kenkyusho	
Thket Inc.	
Business Solution Area	Being Co., Ltd.
	Carnegie Mellon University Entertainment Technology Center
	CRI Middleware Co., Ltd.
	DAGMUSIC LTD.
	DeNA Co., Ltd.
	Enzyme Labs
	Fontworks Inc.
	FORUM8 Co., Ltd.
	GMO Internet, Inc.
	KBMJ, INC.
	KEYWORDS INTERNATIONAL Co., Ltd.
	NAKABAYASHI
	NETDIMENSION CORPORATION
	NIPPON SYSTEMWARE CO., LTD.
	Prodiij Co.,Ltd
Scanavo Manufacturing Hong Kong Ltd.	
Ubiquitous Entertainment Inc.	
VASCO DATA SECURITY	
WORLDPAY	
Yokosuka Telecom Research Park, inc.	
Cloud/ Data Center Pavilion	CLARA ONLINE, Inc.
	Computer Engineering & Consulting, Ltd.
	Internet Initiative Japan Inc.
	KVH Co., Ltd.
	LINK, INC.
	NEC BIGLOBE, Ltd.
	NTT Communications Corporation
RightScale Japan K.K.	
Xseed Co., Ltd.	
Business Meeting Area	Capcom Co.,Ltd
	Czyonoft Studios
	LEVEL-5 Inc.
	METAFORIC
	QUALCOMM INC
	TECMO KOEI GAMES CO., LTD.
VIRTUOS	