

A Festival to Showcase Game Developers' New Game Ideas

SENSE OF WONDER NIGHT 2011

Now Accepting Entries.

New "Company Awards" given by Screening Committee Members.

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. As in the last year, "SENSE OF WONDER NIGHT 2011 (SOWN)" will be featured during the Show, in cooperation with the International Game Developers Association Japan Chapter (IGDA Japan; Representative: Kiyoshi Shin). Applications for presentation entries are being accepted from today - May 26, 2011 - until Sunday, July 10 at the SOWN 2011 official website (<http://tgs.cesa.or.jp/sown/en/>).

The aim of SOWN is to discover new game ideas that will catch people by surprise and give them a "Sense of Wonder" — a sense that something will change in their world — right at the instant of first seeing or hearing about the concept. SOWN spotlights motivated game developers by providing them with an opportunity to present their ideas and prototypes.

Celebrating its fourth year, SOWN 2011 will have the following new features:

① Game platform-related companies as Screening Committee Members

The Screening Committee has traditionally been comprised mainly of game/application developers who are active on the front lines, but in light of the recent expansion of game platforms—including smartphones, tablets and web browsers—this year, the Screening Committee will be comprised mainly of companies engaged in the production and distribution of game content on a wide variety of platforms.

② New "Company Awards" by Screening Committee Members

"Company Awards" have been established. These awards bear the names of the companies to which the Screening Committee Members belong. Each Screening Committee Member individually gives the "Company Awards" to excellent works, based on prior reviews and presentations during the show. These awards are intended to create opportunities to bring out new pieces of work by connecting creators with new ideas and companies (Screening Committee Members) that can distribute content.

*No extra prizes, such as prize money, are given.

We are looking forward to receiving innovative ideas to be presented at the TOKYO GAME SHOW 2011, which will be attended by a large number of people involved in the game industry from around the world. Entry is open to anyone, regardless of the applicant's amateur/professional status and nationality, and from both individuals and corporate bodies, regardless of their scope and size.

For more information on SOWN 2011, please refer to the attached outline. You can also find more details on the SOWN 2011 official website (<http://tgs.cesa.or.jp/sown/>).

TOKYO GAME SHOW official website: <http://tgs.cesa.or.jp/>

* For more information or inquiries on this press release for the members of the media: TOKYO GAME SHOW Management Office Press Room: TEL: +81-3-3470-8920 / E-mail: tgs2011press@fullhouse.jp

* For more information or inquiries on this press release for applicants, please contact: E-mail: sown@nikkeibp.co.jp

■ Exhibition Outline

- Event Title: SENSE OF WONDER NIGHT 2011 (SOWN 2011)
- Organized by: Computer Entertainment Supplier's Association (CESA) / Nikkei Business Publications, Inc. (Nikkei BP)
- Cooperation by: International Game Developers Association Japan Chapter (IDGA Japan)
- Sponsored by: Affiliated businesses (TBD)
- Application Method: Enter via the SOWN 2011 official website (<http://tgs.cesa.or.jp/sown/>)
- Qualification: Open to all individuals regardless of nationality, age, or occupation (students, game producers, etc.) and to all corporate bodies
- Application Deadline: July 10 (Sunday), 2011 (Japan time)
- Screening: Entries will be fairly screened by the Screening Committee.
- SOWN 2011 Screening Committee Members: (company names given in alphabetical order)
- Norishige Nagase* (CA Developers Connect, CyberAgent, Inc.)*
 - Michimoto Tadakuma* (GMO Social Apps Initiative Producer, GMO Internet, Inc.)*
 - GREE Inc.* (Screening Committee Member to be determined)*
 - Masato Shibata* (Executive Officer, HUDSON SOFT COMPANY, LIMITED)*
 - Kiyoshi Shin* (Coordinator, IGDA Japan)
 - Akihiro Tashiro* (Group Senior Manager, Developer Network Group, Home & Entertainment Division, Microsoft Japan Co.,Ltd.)*
 - Simon Carless* (UBM TechWeb Game Network)
(GDC events, Independent Games Festival, Gamasutra.com.)

(* newly appointed)

- Results:
- Entries selected by the Screening Committee and deemed presentable at the TOKYO GAME SHOW 2011 (up to 10 entries) will be regarded as the final SOWN 2011 presentation games.
 - The selected applicants will be directly contacted by the Management Office by mid-August 2011.

〈Objectives of SENSE OF WONDER NIGHT〉

- To introduce games with a game design and ideas that are experimental and creative, and that cannot be called conventional or traditional.
- To heighten awareness of the importance of creating a game that gives people a “sense of wonder,” a sense that something will change in their world, and to invigorate the game industry.
- To offer people creating experimental games opportunities for the future.
- To create new domains in the game industry.

Last year, we received 60 entries from 13 countries and regions. Nine titles were selected for presentation, including 6 from outside Japan. The audience of more than 300 people gathered for the presentations of unique game ideas. It was a truly international event where multiple languages were used, and ended as a great success.

■ SOWN 2011 Presentation

Date: September 16 (Fri.), 2011 (time TBD)
Venue: Makuhari Messe — International Convention Complex (planned)
Admissions: All TOKYO GAME SHOW 2011 Business Day entry pass holders are welcome to attend the SOWN 2011 presentations. Details will be announced at a later date.

Notes: The Presentation Day

- “TOKYO GAME SHOW 2011” Business Day entry passes and invitations to the TGS Forum will be provided to the selected applicants who will be making presentations (presenters) at SOWN 2011.
- All presenters are requested to arrive at the venue 4 hours prior to the presentation start time (presenters are responsible for bearing their own traveling expenses).
- Each presenter will be given 10 minutes for their presentation.
- Each presenter will be asked to present or demonstrate the game ideas to the audience. (There will be consecutive English-Japanese interpreting for all presentations.)
- All presentations will be video recorded and uploaded on the website at a later date. Other information on the presented game ideas provided in advance will also be subject to be released.

■ Application Requirements

All applicants are asked to specify:

1. Name (for teams, both the team name and the name of the person representing the team; for corporate bodies, the name of the company and department)
2. Contact information, including e-mail address, telephone number, and district of residence (country name for those applying from outside Japan)
3. Name of the game
4. Three screen shots of the game
5. Current degree of completion (%) and estimated degree of completion (%) at the time of presentation at SOWN 2011
6. Game details:
 - Unique elements that create a new game experience (within 30 words in English)
 - Outline of the game (within 400 words in English)
7. URL on game information:
 - Where the game can be downloaded or moving images of the game can be seen (private sites accepted) or website where information related to the game is available
 - For entries to the Smartphone Category, if the title is already being sold by means of downloading, please provide a free download code usable for 8 times.
8. Presentation tools:
 - List of devices and equipment you will be bringing to make the presentation. (SOWN 2011 Management Office will only prepare a standard PC for game demos.)

Note: If you wish to send moving image materials without disclosing them to the public, we recommend you to use the YouTube site (www.youtube.com). Select [Private] in the Privacy setting, and add the user name “SenseOfWonderNight” to the List of Friends to allow access. Information provided will be subject to be posted on the SOWN official website.

■ Application Guidelines

■ Games “Sense of Wonder Night” is Intended For

Games of any genre, platform, language, degree of completion, already released or non-released, which meet one or more of the following criteria:

- **A game that realizes a totally new, never-seen-before gaming experience**

A game that employs technologies that have not previously been used successfully, such as natural language processing, physics engines, image recognition or gesture control, to present a new kind of experience.

- **A game that challenges the common sense of ordinary games**

A game that pursues new ways of gaming expressions, a game which changes the player's vision of the world after playing and experiencing it.

- **A game with emergent features**

A game that brings user's activities into the game by including features such as AI interactions, different tools and social elements.

- **A game that makes people want to play it immediately**

A game that makes everyone think that they want to enjoy the new experience for themselves and feel that they want to treasure it.

- **An amazing game**

Any kind of new, eye-grabbing and impressive game!!

■ Games “Sense of Wonder Night” is NOT Intended For

Games to which the following conditions apply will NOT meet the selection criteria:

- **A game in which only the elements comprising the game are the key factor**

A game in which the newness and highlight are focused on the elements comprising the game (such as the background setting, situation, character design, graphics, story, audio, etc.) instead of the game itself.

- **A game of a new genre created by combining or rehashing existing genres**

However, a game providing a truly new game experience may be considered for acceptance.

- **A game that is new only in targeting a specific user group**

A game will not be deemed as being new and innovative just because it is focused on a specific user group (such as female users or the elderly). However, a game providing a truly new game experience may be considered for acceptance.

- **A game created for the purpose of demonstrating a technological innovation, experimental business model, or distribution mechanism**

A game of this kind will not be completely rejected from the screening process but they must demonstrate that it is capable of directly and tangibly providing a new game experience.

■ Sense of Wonder Night (SOWN) overall schedule

- (1) Check the application guidelines listed on the official site (URL: <http://tgs.cesa.or.jp/sown/en/>)
- (2) Apply by email with documents set out on the application guidelines by the application deadline: July 10 (Sunday)
- (3) After the Screening Committee, works that can be presented in SOWN will be selected and announced by mid-August
- (4) Submit various procedural documents and materials until the date of presentation
- (5) SOWN final contest will be held in the evening of September 16 (Friday)

■ Contact for general inquiries regarding SOWN

SOWN Management Office: sown@nikkeibp.co.jp

■ Contact for Media:

TOKYO GAME SHOW Management Office Press Room: TEL: +81-3-3470-8920 / E-mail: tgs2011press@fullhouse.jp