

TOKYO GAME SHOW 2013

GAMES: Limitless Evolution

PRESS RELEASE

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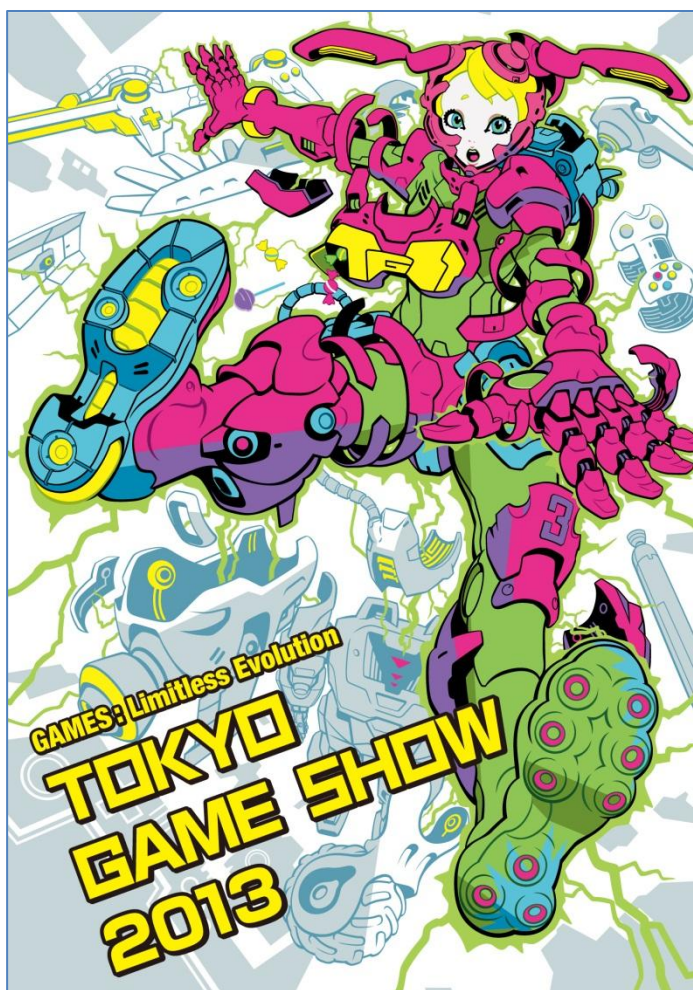
The Main Visual Unveiled

- Represents "Infinite Possibilities" that the Evolving Games Have -

Cooperating with "Tokyo Otaku Mode" in Transmitting Information for Overseas

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

TOKYO GAME SHOW 2013, organized by the Computer Entertainment Supplier's Association (CESA) and in cooperation with Nikkei Business Publications, Inc.(Nikkei BP), have unveiled this year's main visual.



An illustration has been created by Ipei Gyoubu who has been involved in TOKYO GAME SHOW since 2010. In this year's main visual, character "She" who is the core of games wears a wide variety of devices and tools as parts and she is now going to transform herself into "something" beyond the reach of imagination to dynamically represent "GAMES: Limitless Evolution" which is the main theme of TOKYO GAME SHOW 2013.

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

“Games make a change entering a new phase that games themselves cannot imagine due to a never ending evolution. Games that continue to evolve unlimitedly have been represented. While character is the core of games, scattered parts are tools for games to evolve.

The condition in which character combines with parts and transform itself depending on the needs of the age is truly the ‘infinite possibilities’ that games have.”

(Ippei Gyoubu)

This main character will appear in various communications in TOKYO GAME SHOW 2013 to play a role of character that represents the event. We hope you will like her.

[Ippei Gyoubu]

Ippei Gyoubu, an illustrator, creates illustrations and character designs for clients all over the world. Major examples of his works include: “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; a pavilion wall painting for the “Osaka Pavilion” at Expo 2010 Shanghai; and NIKE “FREE” World Campaign 2011.

He has produced the main visual for “TOKYO GAME SHOW” since 2010.

[Official website] <http://www.gyoubu.com>

[News 2]

Tie-ups with Tokyo Otaku Mode, Enhancing the Transmission of Information Overseas

In cooperation with Tokyo Otaku Mode (TOM), which provides up-to-date information overseas on topics such as anime, games and cartoons, the TOKYO GAME SHOW 2013 enhances the transmission of information overseas and the support given to overseas visitors attending the event.

TOM, which has operated its Facebook page and has accumulated over 12 million likes on Facebook, becoming the largest Facebook page operated by a Japanese company—offers information on Japanese subculture such as anime, comics and games on a daily basis.

TOM has been distributing the latest news on the event, as well as useful information for international attendees, on its news page on Tokyo Otaku Mode and its Facebook page.

TOM will cooperate in the management of the Information desk and lounge for overseas visitors in the TGS venue.

TGS strives to improve satisfaction for overseas visitors through cooperation with TOM.

[Tokyo Otaku Mode]



Tokyo Otaku Mode is a worldwide distributor of otaku content, including anime, manga, game, and otaku entertainment news. TOM has operated its Facebook page and has accumulated over 12 million likes on Facebook (as of May 2013), becoming the largest Facebook page operated by a Japanese company.. Currently, 99% of its fan-base resides outside of Japan. TOM also launched its own website in 2012. The website offers otaku entertainment news articles in English and is a media that is growing day by day.

[Official website] <http://otakumode.com/>

[News 3]

Deadline: TOKYO GAME SHOW 2013 exhibitor applications will be accepted until Friday, June 7

The TOKYO GAME SHOW Management Office will accept exhibitor applications until Friday, June 7. Thereafter, the exhibition scale and exhibitors as well as further detail of the event including organizer's projects will be announced at the explanatory meeting scheduled on Friday, June 28.

* For more information on exhibitor application, please visit: <http://tgs.cesa.or.jp/english>

* For inquiries regarding booths and exhibits, please contact Overseas Management Office
E-mail:tgs@smj.co.jp

TOKYO GAME SHOW 2013 Event Outline

Event Title:	TOKYO GAME SHOW 2013		
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 19 (Thursday)	Business Day	10:00 – 17:00
	September 20 (Friday)	Business Day	10:00 – 17:00
	*Note: Entrance into the show during Business Days is restricted to business visitors and members of the press.		
	September 21 (Saturday)	Public Day	10:00 – 17:00
	September 22 (Sunday)	Public Day	10:00 – 17:00
	*Note: The gate at the show may open at 9:30 a.m. during Public Day if the situation so requires.		
Venue:	Makuhari Messe (Mihama-ku, Chiba City, Chiba Prefecture) Exhibition Hall 1-9 / Event Hall / International Conference Halls		
Number of visitors:	200,000 (estimated)		
Number of exhibitors:	200 (estimated)		
Expected Number of booths:	1,600		
Admission (Public Days):	Adults: (including junior-high school students): 1,200 yen (1,000 yen advance tickets) Elementary School Students and Younger: Free		

[Exhibitor Registration Schedule]

Application Deadline:	June 7 (Friday)
Booth Allocation Meeting:	June 21 (Friday) – for exhibitors who apply for 40 booth partition units or more (island booths)
	June 28 (Friday) – for exhibitors who apply for 39 booth partition units or less (with adjoining booths)
Explanatory Meeting:	June 28 (Friday)