

TOKYO GAME SHOW 2015

Play Your Way: Games Unleashed

PRESS RELEASE

September 11, 2015

Four international projects in TGS 2015

“Indie Game Area”
“SENSE OF WONDER NIGHT 2015”
“Asia New Stars Area”
“International Party + Indie Night”

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

TOKYO GAME SHOW 2015 (TGS2015), organized by the Computer Entertainment Supplier’s Association (CESA) and co-organized by Nikkei Business Publications, Inc. (Nikkei BP), announces the outline of four international projects in TOKYO GAME SHOW 2015.

■ **Indie Game Area** [since 2013]

The Indie Game Area is an exhibition area for independent game developers across the world, regardless of them being professionals/amateurs, corporations/individuals or their nationalities. Total of 216 developers around the world applied for this area. After the selection process, 69 independent game developers from 18 countries/regions were carefully selected as exhibitors in this area. Indie titles full of creativity and originality will be introduced here.

■ **SENSE OF WONDER NIGHT 2015 (SOWN 2015)** [since 2008]

The aim of SOWN is to call for 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. SOWN2015 will welcome its 8th year and the number of entries is 100 and 10 finalists from 8 different countries will make presentation.

■ **Asia New Stars Area** [since 2012]

New “star” companies in the game industry, such as promising game ventures and development companies in Asia are introduced in this area. This year, we will welcome 35 companies from 9 countries in TGS2015.

■ **International Party** [since 2007] **+ Indie Night**

The annual International Party, which has been held mainly for overseas exhibitors, is to expand its invitations to exhibitors at the Indie Game Area and SOWN 2015 presenters. Global interactions will be promoted in a casual atmosphere.

Other than above, international projects such as “Cyber Games Asia,” “Cosplay Collection Night @ TGS” and “Tokyo Otaku Mode Live Stream Hut” for overseas visitors are scheduled to be held. As of September 9, the number of overseas exhibitors has reached the record high of 246 (vs.204 last year). With the booming Asian market, the TGS 2015 is attracting more attentions from overseas. Please look forward to the event, as we’ll play a role of bridging international gaming communities through these projects.

*Please refer to the next five pages for details of each project.

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

■“Indie Game Area” Outline [open for 4 days]

As game’s distribution forms change, indie games are stirring up a global movement. The “Indie Game Area” welcomes its 3rd year and will exhibit 69 organizations from 18 countries/regions. In addition, the total number of exhibitors is reaching the record of 98 organizations when combined with the number of corporate exhibitors. Independent game developers around the world, regardless of them being professionals/amateurs and corporations/individuals, will exhibit their original titles.

- **Venue:** Hall 9
- **Cooperation by:** International Game Developers Association Japan Chapter (IGDA Japan)
- **Special Sponsored by:** Sony Computer Entertainment Inc.

* open Public Days ONLY (9/19 & 20)

Name of exhibitors	Country/Region	
Archive Entertainment	United States	
IGDA JAPAN Chapter	Japan	
Ackk Studios	Singapore	
Uppercut Games	Australia	
Analgesic Productions LLC	United States	
Amazu Media	Denmark	
Alex Rose	United Kingdom	
Untame	United States	
undef	Germany	
Intropy Games	United States	
In Vitro Games	Chile	
Witching Hour Studios	Singapore	
Etter Studio	Switzerland	*
EnjoyPlay Digital Corp.	Taiwan	
shindenken	Japan	
Gabriel Adatao	United States	*
Chetian Technology Company	China	
Kittenish Kitten	Hong Kong	
CAVYHOUSE	Japan	
CanvasSoft	Japan	
KiraFu's game	Taiwan	
QUAD ARROW	Japan	
QUIZCAT GAMES	Japan	*
Quickfire Games Pte Ltd	The Philippines	
Sunhead Games	Taiwan	
Zeenoh Games	The Philippines	
C4Cat	Hong Kong	
James Earl Cox III	United States	
The Gentlebros	Singapore	
Sherman3D	Malaysia	

Sukeban Games	Singapore	
Studio Canvas	Australia	
Team EGG	Japan	
Team Fractal Alligator	Australia	
Team Mannequin Island	United States	
TPM.CO SOFT WORKS	Japan	
Digixart Entertainment	France	
Disparity Games	Australia	
Daylight Studios	Singapore	
Telehorse	Poland	
Toydea	Japan	
Drool	Korea	
TO-CO	Japan	
NANYANG POLYTECHNIC	Singapore	
NIGORO	Japan	
Necrosoft Games	United States	
NoMarkGames	Japan	*
Happy&Smile : City of Fighting	Korea	
PD Design Studio	Singapore	
Picorinne Soft	Japan	
Hue Entertainment	United Kingdom	
FACTORS	Japan	
Fat Walrus Games	Japan	*
BriGeorge Entertainment	United States	
Flying Carpets Games	Canada	
Flat Circle	Japan	*
FullPowerSideAttack.com	Japan	
Blowfish Studios	Australia	
Project ICKX	Japan	
POMERA Studios	Japan	
Maxon Creative Inc	Taiwan	
Manacell	Taiwan	
Mirai-Labo	Japan	
MoaiCity	Taiwan	
moppin	Japan	
Masasuke Yasumoto	Japan	
Yamiuchi Project	Japan	
LiberalGate Studio	China	
room6	Japan	

■ “SENSE OF WONDER NIGHT 2015” Outline [Friday, September 18]

SOWN casts a spotlight on game developers to discover game ideas that make everyone feel a sense of surprise that their world changed at the moment they saw or heard the concept—in other words, “a sense of wonder”—and give developers an opportunity to present their work at the TOKYO GAME SHOW.

All visitors on Business Days (those wearing a Business Day visitor badge) may enter the presentation venue. The aim of SOWN is to create a new movement through knotting a tie between game developers seeking new possibilities and industry players who watched the presentations. Be sure to visit the event.

- **Date:** September 18 (Friday) 14:30 to 17:00 (tentative)

- **Venue:** Hall 9, Event Stage at “Cyber Games Asia”

* Business Day pass or PRESS pass is required for admission.

* Pre-registration is required for a PRESS pass. Please see the “For Press” section on the official website.

- **Cooperation by:** International Game Developers Association Japan (IGDA Japan)

- **Sponsored by:** Sony Computer Entertainment Inc., Nintendo Co., Ltd.

- **Official website:** <http://tgs.cesa.or.jp/sown/en/>

Presenters at SOWN 2015

Title	Presenter	Team	Country
Anamorphosis	Chen Lucien (Yen-Chu)		Taiwan
Frog Climbers	Sebastian Larsson	TeamCrew	Sweden
Gen	Kensho Ando	Yack Lab.	Japan
Kineo & Usuko	Shogo Watanuki		Japan
Mushroom 11	Julia Keren-Detar	Untame	United States
Party Hard	Alex Potapenko	Pinokl Games	Ukraine
Plug & Play	Mario von Rickenbach	Etter Studio	Switzerland
Reelblade: Battle of the High Seas	Yuichiro Katsumoto	Project ReelBlade	Singapore
Tough Coded: Live	Fernando Sarmiento	Little Nando	Argentina
Walden, a game	Tracy Fullerton	USC Game Innovation Lab	United States

(*alphabetical order by title)

■ “Asia New Stars Area” Outline [opens 4 days]

The Asian New Stars Area introduces to the Japanese game industry new stars of the game companies—such as promising game ventures and developers—from areas of Asia outside Japan. In 2015, 35 companies from 9 countries (8 ASEAN countries and Korea) will exhibit in this area. The ASEAN Pavilion will be held by ASEAN-JAPAN CENTRE and others this year as well.

<Korea>

Flyingmountain is the first exhibition from Korea to Asia New Stars Area. It has developed a Pedometer gaming App, which is able to walk a long distance, with “healthy enjoyment” and “beneficial fun” as its motto.

<Indonesia>

INDONESIA GAME STUDIOS will exhibit by the support of managing companies from AGI (Asosiasi Games Indonesia) which is the organization of Indonesian game industry. VR game development companies such as Anantarupa Studios and Amirage International as well as the representative game developing companies such as Touchten and Pixel Play will exhibit, too. They support business corresponding to various development needs.

<Singapore>

Singapore’s game industry is expected to grow as a hub at South East Asia, and the indie game developers such as Daylight Studios, Rock Nano Global and Springloaded Games will participate.

<Thailand>

Thailand grows as a gaming consumption market and 3 companies that excel at mobile game development and 3D digital art service will participate.

<The Philippines>

The Philippines has been receiving richly-experienced outsourcing from European/U.S. companies for a long time. 5 companies that provide service for various game development needs such as multi-platform software development, game art, game animation and mobile game development will exhibit.

<Vietnam>

3 companies, Joy Entertainment JSC which specializes mobile game development and publishing, RNG TECHNOLOGY which develops VR game software for mobile, and Tien Phong which focuses on 3D game/Simulation system, will participate.

<Malaysia>

This year, in addition to Malaysia’s representative 3D game outsourcing companies such as Lemon Sky Animation and Passionrepublic , 8 companies that excel at animation production and mobile game development with the support by the government agency/multi-media development bureau (MDec) will participate.

Other than above, Myanmar, Brunei Darussalam and other emerging countries will participate. Companies that excel at mobile games, digital content development and animations are scheduled to exhibit in this area.

■ “International Party + Indie Night” Outline [Friday, September 18]

With the enhancement of international projects at the TGS 2015, the reputable annual International Party will be upgraded this year sponsored by Sony Computer Entertainment Inc.

In addition to the exhibitors Press, the Indie Game Area exhibitors and SOWN 2015 presenters will also be invited to the “International Party + Indie Night.”

Complimentary foods and drinks will be served in a buffet style. You can enjoy casual networking in the international setting. Cheerful voice by Ms. Massabo Isabelle, Sense of Wonder Night MC and Music played by DJ SEXY-SYNTHESIZER welcomes you! (<http://www.sexy-synthesizer.com/>)
Around 18:30, comedic breakdancing by Real Akiba Boys will warm you up so bad!
(<http://odorite.wikia.com/wiki/R.A.B>)

Let's enjoy the last night of Business Day with us!

- **Date:** September 18 (Friday) 17:30 to 19:30 (tentative) Door opens at 17:00
- **Venue:** International Conference Hall 1st Floor, Lounge Area
 - * Business Day pass or PRESS pass is required for admission.
 - * Pre-registration is required for a PRESS pass. Please see the “For Press” section on the official website.
- **Sponsored by:** Sony Computer Entertainment Inc.
- **Applicable participants:** Overseas exhibitors, domestic exhibitors, Indie Game Area exhibitors, SENSE OF WONDER NIGHT 2015 presenters, and press.
- **Admission:** Free

TOKYO GAME SHOW 2015 Event Outline

Event Title: TOKYO GAME SHOW 2015
Organized by: Computer Entertainment Supplier's Association (CESA)
Co-organized by: Nikkei Business Publications, Inc. (Nikkei BP)

*TOKYO GAME SHOW 2015 is promoted by “The Project for Localization & Promotion of Japanese Visual Media (J-LOP)” from the Ministry of Economy, Trade and Industry.

Period: Sep.17 (Thu.) / Sep.18 (Fri.) Business Day 10:00 – 17:00
*Note: Entrance into the show during Business Days is restricted to business visitors and members of the press.
Sep.19 (Sat.) / Sep.20 (Sun.) 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 1-11 / Event Hall / International Conference Halls

Number of visitors: 220,000 (projected)

Number of exhibitors: 479 (As of September 9)

Admission (Public Days): Adults (including junior-high school students): 1,200 yen (tax included)
*1,000 yen for advance ticket (tax included)
Elementary school students and younger: Free