

The Theme: A Brand New Sensation for Everyone in the World

For 20 years since the debut of the Famicom, the computer entertainment industry has always offered “New Amusements” and many sensations to its users. With changes in lifestyle, consumers’ demands for entertainment sensations have been diversified. To satisfy the needs of game users and realize its mission of “new amusement = brand new sensation,” the game industry is launching a range of new endeavors, such as collaborations between companies entry into online game market, and development of new portable platforms.

We look forward to an array of new video games that both anticipate and fulfill consumer demand and point the way to future trends in entertainment at the TOKYO GAMES SHOW 2004, the 14th Tokyo Game Show to date. It must be a new sensation to experience an evolving mode of entertainment at the show.

This year’s theme “ A Brand New Sensation for Everyone in the World” are sending the message: Unexperienced “new amusement” generates a brand new “sensation.” We will provide everyone in the world with the ”sensation” across the national borders or generations to evolve not only game industry but also world’s entertainment scenes.

Message: A visualization of theme “A Brand New Sensation for Everyone in the World”
Expressing the “potential” and “delight” that unexperienced “new amusement = brand new sensation” evolve world’s entertainment scenes.

The motifs of piled building blocks symbolizing playing are loftier and higher than buildings, symbolizing a metropolis. The colorfully painted stacked building blocks stare at the world from far away. Under this year’s theme “A Brand New Sensation for Everyone in the World,” TOKYO GAME SHOW 2004 hopes to send a “brand new sensation” in the form of “new amusement” to the world. Brand new sensations, never before seen or felt, further the evolution of not only the game industry but also the global entertainment scene. This hope of ours is expressed by accompanying slogan “The new world starts here. “

Voting in “The 8th CESA GAME AWARDS”

“The 8th CESA GAME AWARDS” will give prizes to the most promising voter-selected computer entertainment software. As with last year, general attendants can vote for the GAME AWARDED FUTURE, which will be chosen from pre-release games that will be introduced and exhibited at TOKYO GAME SHOW 2004. The prize will be given at the “The 8th CESA GAME AWARDS” ceremony held on October 27th, Wednesday.

General attendants can vote at the voting booth in the Exhibition Hall1 and the voting boxes installed in Exhibition Hall 4, 7 and at the exits of the venue.

*Please refer to official website for more details. [<http://awards.cesa.or.jp/english/index.html>]