

TOKYO **GAME SHOW** 2009

Press Release

September 10, 2009

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

TOKYO GAME SHOW 2009 detailed information

“Game Science Museum”

“SOWN2009”

“Game Software Exhibits”

Green Electricity to Be Used Again to Help Prevent Global Warming

The Computer Entertainment Supplier's Association (CESA; Chairman: Yoichi Wada; Location: Minato-ku, Tokyo) and Nikkei Business Publications, Inc. (Nikkei BP; President & CEO: Yasuo Hirata; Location: Minato-ku, Tokyo) are pleased to announce further details of the TOKYO GAME SHOW 2009, which will be held over a four-day period between Thursday, September 24 and Sunday, September 27, 2009 at Makuhari Messe in Chiba City.

The Game Science Museum, which will exhibit game technologies, histories, and trends, will be set up this year in Halls 2, 4, and 8 (Kids' Area). Hall 2 will feature games related to *sengoku samurai* (feudal warlords), a theme that has recently been enjoying great popularity in Japan, as well as an exhibition of the armor and helmets of nine of the most popular Japanese warlords, with an analysis of this trend. Hall 4 will exhibit the structure of the latest game consoles in an easy-to-understand way, and introduce the latest technology being applied to gaming. The Kids' Area will show how game character graphics have evolved in a way easily understandable for children.

The TOKYO GAME SHOW 2009 will be using “green power” – just as it did last year – to contribute to the conservation of the global environment. All 280,000 kWh of the power consumed at the common areas of the show will be generated by a biomass power station. The CO₂ reduction impact of this green power will be approximately 119 tons, roughly equivalent to the amount absorbed in one year by a 40-year-old cultivated Japanese cedar forest of 14.1 hectares (calculated based on the CO₂ emission intensity of Tokyo Electric Power Company in 2007: 0.425kg – CO₂/kWh).



■ Game Science Museum

- Hall 2 Exhibition

(supported by: KOEI Co., Ltd.; CAPCOM Co., Ltd.; Ueda City, Nagano Prefecture; Shiraishi City, Miyagi Prefecture; et al.)

There will be a free gaming section featuring the “SAMURAI WARRIORS” series and “Sengoku BASARA” series, which triggered the current *sengoku samurai* boom, and other *sengoku samurai*-related games, as well as an exhibition explaining secrets behind the popularity of these games.

Armor and other items related to nine of the most popular *sengoku* warlords – including Uesugi Kenshin, Naoe Kanetsugu, Oda Nobunaga, and Date Masamune – will also be displayed. We are particularly grateful to Ueda City and Shiraishi City, for their assistance with the Sanada Yukimura and Katakura

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:

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For more information or inquiries on the TOKYO GAME SHOW 2009 for the general public:

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Kojuro exhibits, respectively. Special displays on these two samurai will include armor and other related artifacts and special goods.

- Hall 4 Exhibition

(supported by: Nikkei Electronics, et al.)

The Game Science Museum in Hall 4, titled "Understanding the Science of Gaming," is planned and supported by the editorial departments of Nikkei BP's specialized magazines. It will exhibit the technologies applied to the latest home gaming consoles in an easy-to-understand way.

(A) The Wonders of Home Gaming Consoles

This section will explore the mysteries related to the latest home gaming consoles. Visitors will be able to learn the structure of the latest versions of Play Station 3, Xbox 360, and other game consoles and better understand the sophisticated features and technology of the latest game console hardware.

(B) The Mysteries of the Internal Sensor of the Controller

The most dramatically changing part of the home gaming console is the controller. In addition to the conventional arrow keys and various buttons, the latest controllers have imbedded "acceleration sensors" and "gyro sensors." This section will explain the structures of these new controllers.

- Hall 8 Exhibition

(supported by: Nikkei Kids Plus)

The Kids' Area is organized by the Nikkei Kids Plus editorial team and will help children learn about the evolution of game character graphics. There will be the "Pixel Art Competition" for children, and kids are invited to draw their originally created game characters (in pixel art) on the designated form and submit their works. The winners will be announced later in the Nikkei Kids Plus magazine and will be presented with original items with pixel art on.

■ SENSE OF WONDER NIGHT 2009 <<http://tgs.cesa.or.jp/sown/en/>>

SENSE OF WONDER NIGHT (SOWN) is a new project introduced last year at the TOKYO GAME SHOW, in cooperation with the International Game Developers Association Japan Chapter (IGDA Japan; Representative: Kiyoshi Shin).

The objective 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 seeing or hearing the concept. It spotlights motivated game developers by providing them with an opportunity to present their new game ideas and prototypes.

There were a total of 65 entries to SOWN 2009 from 18 countries and regions, and 10 ideas have been selected for presentation: 6 from Japan, 2 from the U.S.A., and one each from Australia and Sweden. The selection was made by the SOWN 2009 Screening Committee consisting of 5 members in Japan and one from abroad.

These 10 ideas will be presented on September 25 (Tue) at the SOWN 2009 special stage. All Business Day visitors (visitors with a Business Day entry pass) are invited to the presentation.

- SOWN 2009 Outline

Date and Time: September 25 (Fri), 2009: 17:00~19:30 (planned)

Venue: Makuhari Messe – International Convention Complex, 2F Rm. 201

All Tokyo Game Show 2009 Business Day entry pass holders (pre-registration required) are welcome to attend the SOWN 2009 presentations. For more information, please see Media Info on the SOWN 2009 official website (<http://tgs.cesa.or.jp/sown/en/>).

Titles	Developer(s)	Nationality
Ball Carry	Takuya Ono	Japan
ecolpit	misi	Japan
Hazard – The Journey of Life	Alexander Bruce	Australia
His and Her Disconnected Conversations	Himo	Japan
Incompatible BLOCK	Jun Fujiki	Japan
para rail	Kuniaki Watanabe and Onitama (ZENER WORKS Inc./Team OniKu)	Japan
Shadow Physics	Enemy Airship	USA
Swarm Racer 3000	Joseph White (Lexaloffle Games)	Japan
Transcend	Zach Aikman (Fishbeat)	USA
You Only Live Once	Marcus Richert	Sweden

*The presentations are listed in alphabetical order of the titles.

*You can find more details on the SOWN 2009 official website (<http://tgs/cesa.or.jp/sown/en/>).

*Please note that the presentations are subject to cancellation upon request of the entrant's.

■ Game Software Exhibits

As of August 18th, we had received a total of 493 titles from 55 exhibitors. Of these, 456 titles that are ready to be announced are summarized below. They include 256 titles for the newly introduced “Advanced Mobile & PC” section. Compared to the summary last year, there are more titles for the mobile phone platform, and as a result, games that can be played rather quickly, such as puzzles and action games, have increased.

The list of the number of titles by genre and by platform (tentative)

Genre	No. of Titles	Platform	No. of Titles
Action	115	Personal Computer	76
Role-Playing	52	Mobile Phone	130
Simulation	22	NTT docomo	(57)
Puzzle	59	Softbank	(38)
Adventure	13	au	(35)
Shooting	10	Nintendo DS	41
Sports	15	Xbox360	17
Racing	8	PlayStation 3	12
Development Tool	31	PlayStation Portable	11
Peripheral Device	28	Wii	8
Others	103	Others	161

■ TOKYO GAME SHOW 2009 – Exhibition Outline

Event Title: TOKYO GAME SHOW 2009

Organized by: Computer Entertainment Supplier's Association (CESA)

Co-organized by: Nikkei Business Publications, Inc.

Supported by: Ministry of Economy, Trade and Industry

Period:

September 24 (Thu)	Business Day	(10:00 – 17:00)
September 25 (Fri)	Business Day	(10:00 – 17:00)
September 26 (Sat)	Open to the public	(10:00 – 17:00)
September 27 (Sun)	Open to the public	(10:00 – 17:00)

Venue: Makuhari Messe (Mihama-ku, Chiba City, Chiba Prefecture)

Admission: Adults: ¥1,200 same-day ticket
Children (elementary school age and younger): free-of-charge

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