



A Festival to Showcase Game Developers' New Game Ideas
SENSE OF WONDER NIGHT 2010
Newly Introducing
the “Smartphone Category” and the “SOWN Pavilion”

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: Yasuo Hirata; location: Minato-ku, Tokyo), will hold the TOKYO GAME SHOW 2010 over a four-day period from Thursday, September 16 to Sunday, September 19, 2010 at Makuhari Messe in Mihama-ku, Chiba City, Chiba Prefecture. As in the last year, “SENSE OF WONDER NIGHT 2010 (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 until Sunday, July 11 at the SOWN 2010 official website (<http://tgs.cesa.or.jp/sown>).

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.

Two new initiatives are being introduced in 2010, the third year of SOWN.

1) **Introduction of the Smartphone Category**

In consideration of the recent trend in which applications for iPhone, iPod touch, iPad, Android, and Windows Phone are being developed even at the individual level, a new category focusing on smartphone games is being introduced.

2) **Installation of the SOWN Pavilion**

During the two Business Days, games selected for the presentation will be exhibited at the SOWN Pavilion. This will also provide opportunities for the presenters to meet industry participants, and to exchange and share opinions and ideas for future developments.

We are looking forward to receiving innovative ideas to be presented at the TOKYO GAME SHOW 2010, 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 2010, please refer to the attached outline. You can also find more details on the SOWN 2010 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:
Fax: +81-3-3401-8085 / E-mail: tgs2010press@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 2010 (SOWN 2010)
- 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 2010 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 11 (Sunday), 2010 (Japan time)
- Screening: Entries will be fairly screened by the Screening Committee.
SOWN 2010 Screening Committee Members (in random order):
- Onitama <new member>
 - Kenta Cho (ABA Games)
 - Simon Carless (Independent Games Festival / Gamasutra)
 - Kenji Sugiuchi (Enterbrain)
 - Keita Takahashi (NAMCO BANDAI Games)
 - Takashi Katayama (Vector)
 - Kiyoshi Shin (IGDA Japan)
- Results:
- * Entries selected by the Screening Committee and deemed presentable at the TOKYO GAME SHOW 2010 (up to 10 entries) will be regarded as the final SOWN 2010 presentation games.
 - * The selected applicants will be directly contacted by the Management Office by mid-August 2010.

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 65 entries from 16 countries and regions. Ten titles were selected for presentation, including 4 from outside Japan. The audience of more than 350 people from 19 countries and regions 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 2010 Presentation

Date:	September 17 (Fri.), 2010 (time TBD)
Venue:	Makuhari Messe — International Convention Complex (planned)
Admissions:	All TOKYO GAME SHOW 2010 Business Day entry pass holders are welcome to attend the SOWN 2010 presentations. Details will be announced at a later date.

Notes: The Presentation Day

- “TOKYO GAME SHOW 2010” 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 2010.
- 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. Entry category: General Category or Smartphone Category
2. 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)
3. Contact information, including e-mail address, telephone number, and district of residence (country name for those applying from outside Japan)
4. Name of the game
5. Three screen shots of the game
6. Current degree of completion (%) and estimated degree of completion (%) at the time of presentation at SOWN 2010
7. Game details:
 - Unique elements that create a new game experience (within 30 words in English)
 - Outline of the game (within 400 words in English)
8. URL on game information:
 - Where the game can be downloaded or moving images of the game can be uploaded (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.
9. Presentation tools:
 - List of devices and equipment you will be bringing to make the presentation. (SOWN 2010 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 realizing an innovate user interface**

A game that employs features such as natural language processing, image recognition or gesture control to present a new kind of experience.

- **A game created through an automatic generation process**

A game that creates a world where the game play or the environment in which the users are playing is changed dramatically according to selections made by the users.

- **A game with an interactive story-telling concept**

A game that presents a story experience in a new way with a potential of developing into a tool to create a totally new story.

- **A game with emergent elements**

A game that creates a new form of game play by skillfully incorporating the physical system into the game play elements and by combining AIs.

- **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.

The guidelines above are provided solely for the purpose of outlining the basic principles; for this reason, they are rather ambiguous and incomplete. The most unexpected ideas are unforeseeable, falling beyond this set of rules, and, most important, give people a “sense of wonder.”

The games do not have to be completed or to have been proven successful. We are looking particularly for the “surprise” factor, and the “fun factor” is not an absolute requirement. The size of the budget or the team, and whether the game is scheduled to be released or has already been released do not matter. The game does not have to be 100% completed at the time of the entry or presentation. Games of various genres are welcome, including, but not limited to, those for consumer devices, mobile game devices, mobile phones, personal computers, and self-produced hardware. They can be created using any kind of hardware. Among the truly “wondrous” games, some have been unique ideas created by teams with a proven track record, while some have been off-the-wall ideas from a small team. This trend has been repeated in the game industry.

We equally welcome entries from Japan and abroad. We anticipate entries from foreign countries, just as much as we look forward to entries from Japan.

However, please note that there is a huge advantage in preparing a playable demo or providing moving images of the game—simply because “seeing is believing”!

■ Acknowledgment

“SENSE OF WONDER NIGHT” has been greatly inspired by the “Experimental Gameplay Workshop” introduced in 2001 at the Game Developers Conference. We extend our gratitude to our friends and everyone involved in making the Workshop a success.