

TOKYO GAME SHOW 2011

GAME – Dancing Your Heart

Press Release

June 2, 2011

The Main Visual Unveiled Expressing the image of TOKYO GAME SHOW moving toward a world of games where your heart dances

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: Kohei Osada; Location: Minato-ku, Tokyo), will hold the TOKYO GAME SHOW 2011 over a four-day period from Thursday, September 15 to Sunday, September 18, 2011 at Makuhari Messe in Mihama-ku, Chiba City, Chiba Prefecture. The main visual for the Show is unveiled today.

Illustrator Ipei Gyoubu's innovative and highly original illustrations, which were well-received last year, are featured again this year to portray the new world of TOKYO GAME SHOW 2011.

This year, the TOKYO GAME SHOW character, wearing a wide variety of devices, flies around the world of games in which new possibilities are hidden.

[About the Visuals]

The TOKYO GAME SHOW character from 2010 invites you into the world of games where your heart dances.

"She," the character, wearing a wide variety of devices, flies around the vault of the heaven of communications, taking off lightly against a background of spatial lines that represent a network. The visual was created to portray an image of speed, buoyancy and depth.

With the spread of social networks and new devices that connect people directly, games have come closer to us than ever before, providing enjoyment in so many aspects of life.

As long as the content makes your heart dance, that is the "GAME" for you. The theme of TOKYO GAME SHOW 2011, "GAME – Dancing Your Heart," redefines that the concept of games is not singular, and that gaming experience supplies you new emotions.

"She," a symbol of this gaming experience, must be around you somewhere, coming through different networks. TOKYO GAME SHOW 2011, in cooperation with "her," aims to serve as a starting point that can give dreams and enjoyment to people to invigorate Japan.

In addition to implementing safe operation and appropriate power-saving measures, TOKYO GAME SHOW is planning to hold fundraising activities and charity auctions for victims of the Tohoku Earthquake. Details will be announced at a later date.



TOKYO GAME SHOW 2011 exhibitor applications will be accepted until Friday, June 3.

Tokyo Game Show Management Office will continue to update information on "TOKYO GAME SHOW 2011". After the deadline for exhibitor applications on Friday, June 3, the exhibition scale and exhibitors as well as further detail of the event including sponsor proposals will be announced on Wednesday, June 22.

The TOKYO GAME SHOW, with its objective of delivering the latest in the game industry, will continue to contribute to further developments of the market.

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

* For inquiries regarding running a booth, please contact TOKYO GAME SHOW Overseas Management Office
(Phone: +81-3-3512-5670, e-mail: tgs@smj.co.jp)

Exhibition Outline

Event Title: TOKYO GAME SHOW 2011
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 15 (Thursday) Business Day 10:00 – 17:00
September 16 (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 17 (Saturday) Open to the Public 10:00 – 17:00
September 18 (Sunday) Open to the Public 10:00 – 17:00
* Note: The gate at the show may open at 9:30 a.m. during Open to the Public if the situation so requires.
Venue: Makuhari Messe (Mihama-ku, Chiba City, Chiba Prefecture)
Exhibition Hall 1 through 8 and International Conference Center
Expected Number of Visitors: 190,000
Expected Number of Exhibitors: 180
Expected Number of Booth Partition Units for Exhibitors: 1,500
Admission Fee:
-Business Days: 5,000 yen
(for both at door and advance tickets available only to industry participants)
-Open to the Public:
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 3 (Friday), 2011
Booth Allocation Meeting: June 15 (Wednesday), 2011
—for exhibitors who apply for 40 booth partition units or more (island booths)
June 22 (Wednesday), 2011
—for exhibitors who apply for 39 booth partition units or less (with adjoining booths)
Briefing Meeting: June 22 (Wednesday), 2011

[Future Announcement for Press]

Further details of the show, including information on exhibitors and events organized by CESA, will be updated as they become available.

Ippei Gyoubu

Ippei Gyoubu 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); and adidas Japan ad campaigns.

His other works include a pavilion wall painting for the "Osaka Pavilion" at Expo 2010 Shanghai; NIKE "FREE" World Campaign 2011; and character design for "Sacred Seven," a TV animation series scheduled for broadcast in July.

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

You can find more about him on his official website: <http://www.gyoubu.com>