

TOKYO GAME SHOW 2012

PRESS RELEASE

May 10, 2012

A Festival to Showcase Game Developers' New Game Ideas **SENSE OF WONDER NIGHT 2012**

Now Accepting Entries

“Company Awards”—well-received last year—will be given this year as well.

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 2012 over a four-day period from Thursday, September 20 to Sunday, September 23, 2012, at Makuhari Messe in Mihama-ku, Chiba City, Chiba Prefecture. As last year, “SENSE OF WONDER NIGHT (SOWN) 2012” will be featured during the Show, in cooperation with the International Game Developers Association Japan Chapter (IGDA Japan; Representative: Kenji Ono). Applications for presentation entries are being accepted from May 9, 2012 – until Sunday, July 8 at the SOWN 2012 official website (<http://tgs.cesa.or.jp/sown/en/>).

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.

Celebrating its fifth year, SOWN 2012 will continue to showcase the following features that were well-received last year:

① Game platform-related companies as Screening Committee Members

In light of the recent expansion of game platforms—including smartphone, tablets and web browsers—the Screening Committee will be comprised mainly of companies engaged in the production and distribution of game content on a wide variety of platforms.

② “Company Awards” by Screening Committee Members

“Company Awards,” which were well-received last year, will be given this year as well. These awards bear the names of the companies to which the Screening Committee Members belong. Each Screening Committee Member individually gives the “Company Awards” to excellent works, based on prior reviews and presentations during the show. Furthermore, an “Audience Award” winner will be selected by visitors during the show, just like we did last year. These awards are intended to create opportunities to bring out pieces of work with new ideas.

*No extra prizes, such as prize money, are given.

We are looking forward to receiving innovative ideas to be presented at the TOKYO GAME SHOW 2012, 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 2012, please refer to the attached outline. You can also find more details on the SOWN 2012 official website (<http://tgs.cesa.or.jp/sown/en/>).

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

■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 2012 (SOWN 2012)
Organized by: Computer Entertainment Supplier's Association (CESA) / Nikkei Business Publications, Inc. (Nikkei BP)
Cooperation by: International Game Developers Association Japan Chapter (IGDA Japan)
Sponsored by: Affiliated businesses (TBD)
Application Method: Enter via the SOWN 2012 official website (<http://tgs.cesa.or.jp/sown/en/>)
Qualification: Open to all individuals regardless of nationality, age, or occupation (students, game producers, etc.) and to all corporate bodies
Application Deadline: July 8 (Sunday), 2012 (at Japan time)

Screening: Entries will be fairly screened by the Screening Committee

SOWN 2012 Screening Committee Members: (company names given in alphabetical order)

Michimoto Tadakuma (GMO Social Apps Initiative Producer, GMO Internet, Inc.)

Shinpei Yashima (Group Leader / Contents Director, Global Developer Relations Creative & Consulting Group, Marketing & Developer Relations Department, GREE, Inc.)

Kiyoshi Shin (Vice Coordinator, IGDA Japan)

Akihiro Tashiro (Group Senior Manager, Developer Network Group, Interactive Entertainment Business, Microsoft Japan Co., Ltd.)

Simon Carless (UBM TechWeb Game Network)

(GDC events, Independent Games Festival, Indie Royale.)

Results: • Entries selected by the Screening Committee and deemed presentable at the TOKYO GAME SHOW 2012 (up to 10 entries) will be regarded as the final SOWN 2012 presentation games.
• The selected applicants will be directly contacted by the Management Office by mid-August 2012.

<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 74 entries from 17 countries and regions. Ten titles were selected for presentation, including 6 from outside Japan. The audience of more than 250 people 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. The "Company Awards" and "Audience Award" were given after the presentations in the end of the event.

■SOWN 2012 Presentation

Date: September 21 (Fri.), 2012 (time TBD)

Venue: Makuhari Messe – International Convention Hall (planned)

Admissions: All TOKYO GAME SHOW 2012 Business Day entry pass holders are welcome to attend the SOWN 2012 presentations. Details will be announced at a later date.

Notes: The Presentation Day

- “TOKYO GAME SHOW 2012” 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 2012.
- 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.)
- Video-streaming of all presentations will be offered. Other information on the presented game ideas provided in advance will also be subject to release.

■Application Requirements

All applicants are asked to specify:

1. 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)
2. Contact information, including e-mail address, telephone number, and district of residence (country name for those applying from outside Japan)
3. Name of the game
4. Three screen shots of the game
5. Current degree of completion (%) and estimated degree of completion (%) at the time of presentation at SOWN 2012
6. Game details:
 - Unique elements that create a new game experience (within 30 words in English)
 - Outline of the game (within 400 words in English)
7. URL on game information:
 - Websites where the moving images of the game can be seen (private sites accepted) [Recommended]
 - Where the game can be downloaded 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.
8. Presentation tools:
 - List of devices and equipment you will be bringing to make the presentation. (SOWN 2012 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 that realizes a totally new, never-seen-before gaming experience**

A game that employs technologies that have not previously been used successfully, such as natural language processing, physics engines, image recognition or gesture control, to present a new kind of experience.

• **A game that challenges the common sense of ordinary games**

A game that pursues new ways of gaming expressions, a game which changes the player’s vision of the world after playing and experiencing it.

• **A game with emergent features**

A game that brings user’s activities into the game by including features such as AI interactions, different tools and social elements.

• **A game that makes people want to play it immediately**

A game that makes everyone think that they want to enjoy the new experience for themselves and feel that they want to treasure it.

• **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.

■ Sense of Wonder Night (SOWN) overall schedule

- (1) Check the application guidelines listed on the official site (URL: <http://tgs.cesa.or.jp/sown/en/>)
- (2) Apply by email with documents set out on the application guidelines by the application deadline: July 8 (Sunday)
- (3) After the Screening Committee, works that can be presented in SOWN will be selected and announced by mid-August
- (4) Submit various procedural documents and materials until the date of presentation
- (5) SOWN final contest will be held in the evening of September 21 (Friday)

■ Contact for general inquiries regarding SOWN

SOWN Management Office: sown@nikkeibp.co.jp

■ Contact for Media:

TOKYO GAME SHOW Management Office Press Room: Fax: +81-3-5575-3222 / E-mail: tgs2012press@w-az.co.jp