

# TOKYO GAME SHOW 2012

Spreading Smiles Through Games.

Press Release

May 28, 2012

TOKYO GAME SHOW 2012

## The Main Visual Unveiled

Expressing the image of TOKYO GAME SHOW  
—inviting you to a world of games that connects smiles

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

The Computer Entertainment Supplier's Association (CESA; Chairman: Shin Unozawa; 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. The main visual that expresses the world view of the show was unveiled today.

An illustration by Ippei Gyoubu, an internationally known illustrator, is featured as the main visual for the show. TOKYO GAME SHOW has used Gyoubu's work for three years in a row since 2010. In this year's main visual, based on the theme of TOKYO GAME SHOW 2012 "Spreading Smiles Through Games," the girl "She" is jumping out of a world of games, reaching out to you with a smile in pursuit of making connections with people.

**As the TOKYO GAME SHOW character, "She" represents games.**

**Connecting the whole world, She invites you into the world of games, full of smiles.**

[About the Main Visual]

"She," the TOKYO GAME SHOW character for three consecutive years, wears a wide variety of devices to represent games. This year, She blasts off from her home in cyberspace to deliver the "memory of smiles" to us. She is stretching her arms out to reach you. (Ippei Gyoubu)

Amid the diversification of various devices and the dramatic spread of smartphones, the field of games—a communication tool that goes beyond the conventional framework—is expanding increasingly.

By experiencing the splendor of games, people share emotions and enjoy new encounters. This enjoyment produces smiles to connect people.

TOKYO GAME SHOW 2012 upholds the theme "Spreading Smiles Through Games" in an effort to realize a world of fascinating games where your smile connects new worlds to fill the entire universe with smiles.



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

## TOKYO GAME SHOW 2012 exhibitor applications will be only accepted until Friday, June 1

The TOKYO GAME SHOW Management Office will accept exhibitor applications only until Friday, June 1. Thereafter, the exhibition scale and exhibitors as well as further detail of the event including organizer's projects will be announced by the explanatory meeting scheduled on Tuesday, June 26.

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

\* For inquiries regarding running a booth, please contact Nikkei Business Publications (e-mail: [tgs@nikkeibp.co.jp](mailto:tgs@nikkeibp.co.jp)).

### Event Outline

Event title: TOKYO GAME SHOW 2012  
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 20 (Thursday) Business Day (10:00 – 17:00)  
September 21 (Friday) Business Day (10:00 – 17:00)  
\* Admissions on Business Days will be limited to members of the industry and the media.  
September 22 (Saturday) Open to the public (10:00 – 17:00)  
September 23 (Sunday) Open to the public (10:00 – 17:00)  
\* For days open to the public, the venue may be opened at 9:30 depending on circumstances.  
Venue: Makuhari Messe (Mihama-ku, Chiba City, Chiba Prefecture)  
Exhibition Hall 1-8, and International Convention Center  
Expected number of visitors: 195,000 people  
Number of exhibitors: 180 companies (estimate)  
Number of available booths: 1,550 units  
Admission (Days open to the public):  
Adults (junior high school students or older)  
... advance tickets 1,000 yen / tickets at the door 1,200 yen  
Elementary school students or younger  
... Free

### [Exhibitor Registration Schedule]

Application Deadline: June 1 (Friday)  
Booth Allocation Meeting: June 15 (Friday)  
– for exhibitors who apply for 40 booth partition units or more (island booths)  
June 26 (Tuesday)  
– for exhibitors who apply for 39 booth partition units or less (with adjoining booths)  
Explanatory Meeting: June 26 (Tuesday)

### [Ipeei Gyoubu]

Ipeei Gyoubu, an illustrator, creates illustrations and character designs for clients all over the world.

Major examples of his works include: "Gyoubu Ipeei 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); adidas Japan ad campaigns; a pavilion wall painting

for the “Osaka Pavilion” at Expo 2010 Shanghai; and NIKE “FREE” World Campaign 2011.  
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>