

# TOKYO GAME SHOW 2015

PRESS RELEASE

May 22, 2015

TOKYO GAME SHOW 2015

## The Main Visual Unveiled

Visualizing this year's theme "Play Your Way: Games Unleashed"

- Booth application will be accepted until May 29 (Friday) -

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

TOKYO GAME SHOW 2015 (TGS2015), organized by the Computer Entertainment Supplier's Association (CESA) and co-organized by Nikkei Business Publications, Inc. (Nikkei BP), has unveiled this year's main visual.



The image has been created by an illustrator, Ippei Gyoubu. It was created by translating the key concept freedom of the TGS 2015 theme: "Play Your Way: Games Unleashed," into "flying and floating."

This main visual will appear on various scenes as the symbolic character that represents the TOKYO GAME SHOW 2015. We hope you will like her!

**- Comment from the creator: Ippei Gyoubu**

*"I created a girl who explores the world by commanding the game at her will. I symbolized this*

year's key concept "freedom" into the image of "flying and floating." She, who travels by taking advantage of smartphones, wearable terminals, and unknown future devices and software, is on her way to her ultimate destination, TOKYO GAME SHOW."

**[Biography]**

Ippei Gyoubu, an illustrator, 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 and image character design for KONAMI's "J-League Winning Eleven Tactics" / Package design for "Dr. Pepper" (Coca-Cola Japan, 2005) / Ad campaign for adidas Japan / A wall painting for the "Osaka Pavilion" at EXPO 2010 Shanghai / NIKE "FREE" World Campaign 2011 / Mechanic design for "GUNDAM Reconquista in G" / The main visual for "TOKYO GAME SHOW" since 2010 [Official website] <http://www.gyoubu.com/>

**[TOPIC 2]**

**Deadline for exhibit booth application is May 29<sup>th</sup>**

The booth applications for the TOKYO GAME SHOW 2015 will be accepted until Friday, May 29. Plan your exhibit at the TOKYO GAME SHOW 2015 where game fans, media, manufactures, and industry participants from all over the world pay attention to.

- \*For more information on exhibitor application, please visit: <http://tgs.cesa.or.jp/english>
- \*For inquiries regarding booths and exhibits, please send E-mail to: [tgs@smj.co.jp](mailto:tgs@smj.co.jp) of Overseas Management Office.

**[Exhibitor Registration Schedule]**

- **Application Deadline: May 29 (Friday)**
- Booth Allocation Meeting: **June 23 (Tuesday)**
  - for exhibitors who apply for 40 booth partition units or more (island booths)
  - July 1 (Wednesday)**
  - for exhibitors who apply for 39 booth partition units or less (with adjoining booths)
- Exhibitor orientation: **July 1 (Wednesday)**

**TOKYO GAME SHOW 2015 Event Outline**

Event Title: TOKYO GAME SHOW 2015  
 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 (TBD)  
 Period: Sep.17 (Thu.) / Sep.18 (Fri.) Business Day 10:00 – 17:00  
\*Note: Entrance into the show during Business Days is restricted to business visitors and members of the press.  
Sep.19 (Sat.) / Sep.20 (Sun.) Public Day 10:00 – 17:00  
\*Note: The gate at the show may open at 9:30 a.m. during Public Day if the situation so requires.  
 Venue: Makuhari Messe (Mihama-ku, Chiba City, Chiba Prefecture)  
 Exhibition Hall 1-9 / Event Hall / International Conference Halls  
 Number of visitors: 220,000 (projected)  
 Number of exhibitions: 300 (projected)  
 Admission (Public Days): Adults (including junior-high school students): 1,200 yen (tax included)  
\*1,000 yen for advance ticket (tax included)  
 Elementary school students and younger: Free