



# TOKYO GAME SHOW 2016

Press Start to Play the Future

Press Release

September 14, 2016

## Tokyo Game Show 2016 Pre-Show Info

**Revealing the Floor Map, Event Stage and Program, as well as Information on the Distribution of Numbered Tickets**  
**Setting up the Tokyo Game Show and Japan Game Awards 20th Anniversary Booth**  
**Arranging visitor programs such as the Family Game Park and TGS Photo Spot, as well as major improvements to smartphone apps**

**Live streaming of venue activity such as the Japan Game Awards 2016 on the TGS official video channel**

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

With the Tokyo Game Show 2016 (Organizer: Computer Entertainment Supplier's Association [CESA, Chairman: Hideki Okamura], Co-organizer: Nikkei Business Publications, Inc. [President: Suguru Niinomi], Dates: September 15 to 18, Venue: Makuhari Messe; henceforth TGS2016) kicking off next week on the 15th (Thu), we are releasing pre-show info such as the floor map, the event stage and program, as well as information on the distribution of number tickets.

This year we are setting up a Tokyo Game Show and Japan Game Awards 20th Anniversary Booth. In addition, aside from organizing a Family Game Park for elementary and junior high school students, we are also arranging digital signage as in the previous year for learning about game trial times at large booths and handout information. The TGS official app TGS2016 has been thoroughly revamped, providing, in addition to position and schedule information, a feature for taking souvenir pictures with TGS characters using an AR camera. Activities at the venue will be live streamed on the TGS official video channel

### ■Venue layout (★only on public days)

<b>Hall 1 and 2</b>	“General Exhibition” “Event Stage” “Game School” “Refreshment” “Family Game Park★” “MONSTER ENERGY” “Mobile Phone Charging Station”
<b>Hall 3</b>	“General Exhibition” “AI” “CESA Reports Shop” “TGS & Japan Game Awards 20th Anniversary” “Eastern Europe New Stars” “Romance Simulation Game”
<b>Hall 4</b>	“General Exhibition” “Business Solution” “Cloud/Data Center Pavilion”
<b>Hall 5 and 6</b>	“General Exhibition” “Smartphone Game/Social Game”
<b>Hall 7</b>	“General Exhibition” “Mobile Phone Charging Station”
<b>Hall 8</b>	“General Exhibition”
<b>Hall 9 to 11</b>	“VR” “Experience VR” “e-Sports” “Indie Game” “Game Device” “Cosplay★” “Merchandise Sales” “MONSTER ENERGY” “CEDEC 2016 Interactive Session Special Display” “TGS OFFICIAL GOODS SHOP” “Tokyo Otaku Mode Live Stream Hut”
<b>Event Hall</b>	“Food court” “TGS OFFICIAL BROADCAST BOOTH (niconico)” “TGS Photo Spot” “TGS OFFICIAL GOODS SHOP”
<b>International</b>	“Business Meeting”
<b>Conference Hall</b>	“Business Lounge”
<b>2nd Floor</b>	
<b>Center Mall</b>	“T Point Booth”
<b>2nd Floor</b>	

Tokyo Game Show Official Website: <http://tgs.cesa.or.jp>

## ■Admission on Public Days

General admission entrances are arranged on the side of Halls 1 to 8, and the side of Halls 9 to 11. The dedicated entrance for children of elementary school students or younger to the Family Game Park is found in the Center Mall on Floor 2 of Hall 1.

Please note that the initial entrance may change depending on congestion in the venue. We ask that you following the instructions of venue guide staff on the day of your visit.

Furthermore, please note that you cannot move from Halls 9 to 11 to Halls 1 to 8 until 10:30 am.

## ■Event Stage and Program

On Business day, events such as the TGS Forum 2016 Keynote Speech, 20th Commemorative Speech, Global Game Business Summit 2016, and the award ceremonies for the Minister of Economy, Trade and Industry Award and the Game of the Year Division of the Japan Game Awards 2016 will be held.

On Public day, a special stage by the exhibitors, as well as events such as award ceremonies for the Amateur Division and Future Division of the Japan Game Awards 2016, the Cosplay Collection Night @ TGS, and the Charity Auction are scheduled.

## ■Information on Distribution of Number Tickets

To relieve congestion in the venue and prevent dangerous situations, the game trial and attendance number tickets for some game titles and stages will be distributed on public days after the venue opens at the initial entrance on the side of Halls 1 to 8.

## ■Tokyo Game Show and Japan Game Awards 20th Anniversary Booth

This year marks the 20th anniversary of the Tokyo Game Show and Japan Game Awards. To commemorate this occasion, a special booth will be installed to experience the past and future of games at once. It consists of a Future of Entertainment Area for experiencing the future, and a 20 Years Exhibit Area for experiencing the past and present.

## ■TGS official app TGS2016 has been thoroughly revamped

TGS official app has been thoroughly revamped. With the freely available official app TGS2016 (iPhone/iPad/Android) for smartphones you can easily find out info such as the display content and booth position of exhibitors and the event schedule, as well as take pictures with TGS characters using an AR camera. Before entering the exhibition venue, please search for and download TGS2016 in the AppStore or Google Play. Furthermore, please turn Bluetooth ON in order to check your current location and receive push notifications from large exhibition booths and the organizer corner.

## ■Cosplay Collection Night @TGS presented by Cure (Held on September 17)

A stage show will be held on the topic of cosplay, which originated in Japan but is very popular even overseas. The stage show Moving Cosplay presented by Cure WorldCosplay, a cosplay site with members around the world that supports 12 languages. Enjoy new forms of enjoying cosplay such as cosplay performances and fashion shows. Cosplayers from around the world will participate, setting the stage alight.

## ■Cosplay Area this Year as well

A Cosplay Area for cosplaying and taking pictures of cosplayers will be set up in part of Halls 9 to 10 (indoors and outdoors) and outside the south (sea) side of Halls 4 to 6. Please check opening times in advance as they vary based on location.

## ■ Program for Elementary and Junior High School Students: Family Game Park (Open on public days)

The Family Area for elementary and junior high school students has been renamed this year as the Family Game Park. You can play the newest games from among 15 titles by 8 developers in the Game Trial Zone in its greatly expanded trial play area. In contrast to the general exhibitions, entry is limited to junior high school students and younger, so children can play by themselves to their hearts content. Games displayed in this area are only those with a CERO age-based rating of "A" or "B". This year we have also set up a new dedicated food court and souvenir picture area for families to enjoy at their leisure.

## ■ Other Organizer Plans

### • Streaming the Official Video Channel from the Venue

We have created an Official Video Channel for broadcasting information videos over the internet. Our special partner niconico is producing programs and in charge of management for broadcasts within Japan. The author Koji Watanabe will guide you through the shows together with the actress and celebrity Yui, and the voice actress Ruriko Aoki. This year, the award ceremonies for the Minister of Economy, Trade and Industry Award and the Game of the Year Division of the Japan Game Awards 2016 (September 15), the Amateur Division (September 17), and the Future Division (September 18) will be streamed live for the first time on the official video channel.

Tokyo Otaku Mode will produce programs for outside Japan, and our new media partner Twitch will broadcast this year. Look forward to it!

\* The official video streaming channel can be viewed starting on September 15 (Thu) on the official homepage of the Tokyo Game Show 2016 (<http://tgs.cesa.or.jp/>).

### • Check out the game trial wait times and handout information! "Digital signage"

We set up digital signage that display the waiting time for testing games and handout info announced by 14 large display booths, as well as notifications from the TGS office.

Check out booth information relevant to you in advance, so you can smoothly navigate the venue!

[Exhibitors Providing Information] Intel, Wargaming Japan, Kadokawa Games, Capcom, Koei Tecmo Games, Konami, Square Enix, Sega Games, Sony Interactive Entertainment, 2K/Take-Two Interactive Japan, DMM Games, Twitch, Bandai Namco Entertainment, Bushiroad

### • Wireless LAN Area

The use of wireless LAN other than what is permitted by the office is forbidden in the exhibition hall (Halls 1 to 11) in order to improve the congested radio wave environment.

We have instead set up wireless LAN connecting spots (no cost) in the Center Mall on the second floor of Halls 1 to 3, and in the Esplanade (Halls 9 to 11) on the second floor.

Please check at the venue for detailed locations.

### • TGS Official Goods Sales

Your annually popular line-up includes diverse items including t-shirts, sports towels, baseball caps, mugs, and buttons. Some use motifs of the main visual drawn by Ippei Gyobu, and there are also t-shirts made in collaboration with Tokyo Otaku Mode. Please purchase something as a souvenir of TGS2016.

## • **TGS Photo Spot**

We have placed panels of popular games in the esplanade of the second floor of Halls 9 to 11 and the Family Game Park, settings up spots for you to have more fun at the TGS taking pictures. You will find spots for taking pictures with TGS2016 characters (3D) using the official app's AR camera (Center Mall and the esplanade), and a special print sticker machine for taking pictures limited TGS, featuring the art project "Animareal" which realistically depicts anime and game worlds (free/ in the Event Hall).

## ◎ **Monster Energy will be the Official Drink Sponsor for the 4th Year Running!**

First released in America in 2002, Monster Energy is now sold in 156 countries and regions throughout the world. In addition to supporting motor sports, extreme sports and music events, Monster Energy is also actively involved in gaming and is the official drink of TGS2016. We are operating two MONSTER ENERGY booths; one in Hall 2 (South Side) and one in front of the e-Sports Special Stage in Hall 11. Visitors can enjoy free samples at our booths, and can try playing the motorcycle game "Valentino Rossi The Game" which is sponsored by Monster Energy. Also, don't miss our other special features such as a chance to win prizes in an SNS sweepstakes!

## ◎ **Free Phone Charging Area Provided!**

We installed a free phone charging station supported by NTTdocomo and au on the south side of Hall 2. You can freely use the charging service for everything from feature phones to smartphones. There are some models which cannot be charged, so please inquire with the staff of the phone charging station as needed.

## ◎ **Accumulate T-Points just for visiting!**

T-Points will be presented to anyone with a T-Point card at the T-Point Booth in front of Hall 4 in the second floor Central Mall (5 Point). Be sure to stop by.

## ◎ **Introducing Megahonyaku<sup>®</sup> and the Tablet Audio Translator on a Trial Basis at the TGS Venue!**

To improve service to foreign visitors at the Tokyo Game Show 2016, we are introducing a multilingual audio translator on a trial basis. We are using two models, the megaphone audio translator Megahonyaku<sup>®</sup>, being developed by Panasonic to translate Japanese into multiple languages, as well as the Tablet Audio Translator, with which you can hold a conversation while looking at a tablet PC screen. Each one supports the four languages Japanese, English, Chinese, and Korean. Sentences spoken into the microphone are automatically converted, and interpreted with synthetic audio. Megahonyaku<sup>®</sup> will be used mainly to manage the movement of visitors outside the venue, and the Tablet Audio Translator will be used for handling inquiries at the information booth.

## ■ "Tokyo Game Show 2016" Exhibition Outline

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Name: TOKYO GAME SHOW 2016  
Organizer: Computer Entertainment Supplier's Association (CESA)  
Co-Organizer: Nikkei BP

\* Tokyo Game Show is sponsored by JLOP, METI.

Special Partner: DWANGO

Dates & Times: September 15 (Thursday) & 16 (Friday), 2016  
Business Day 10:00 a.m. – 5:00 p.m.  
\* Entrance during Business Days is restricted to corporate visitors and members of the press.

September 17 (Saturday) & 18 (Sunday), 2016  
Public Day 10:00 a.m. – 5:00 p.m.  
\* Doors may open at 9:30 a.m. on Public Days depending on the situation.

Venue: Makuhari Messe (Mihama-Ku, Chiba City, Chiba Prefecture)  
Exhibition Halls 1 to 11 / Event Hall / International Conference Halls

Expected Number of Visitors: 230,000 people

Admission: Adults (Junior-high school age and older)  
Same Day 1,200 yen (Advanced Purchase: 1,000 yen)

(Public Days) Elementary school age and younger: Free

