

TOKYO GAME SHOW 2017

Reality Unlocked

Press Release

May 26, 2017

TOKYO GAME SHOW 2017 Main Visual Chosen!

Accepting applications for exhibition booths until June 2 (Friday)

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

The main visual for the TOKYO GAME SHOW 2017 (held by The Computer Entertainment Supplier's Association (CESA) in cooperation with Nikkei Business Publications, Inc. (Nikkei BP)) has been chosen.



Accepting applications for exhibition booths. This work is a visualization of the 2017 theme "Reality Unlocked." This main visual will be featured in a variety of situations as a symbol of the Tokyo Game Show 2017. Look forward to seeing them around.

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

● Comment from the creator, Ippei Gyoubu

"The world of games is an unreality. Is that really true? For us, reality or unreality didn't matter; experience was everything. Space travel, which humankind has dreamed of for ages—we've already 'experienced' it. Yes, imagination is everything. That gives birth to experiences surpassing even reality... Along with the girl in the main visual, I look forward to TOKYO GAME SHOW as it steps out for the 21st year."

Profile: Ippei Gyoubu

His profession is illustrator. He works mainly on illustrations and character design, in Japan and overseas. His major work includes the 2011 Nike FREE global campaign, the Osaka Pavilion mural for the Shanghai Expo, the Sony Walkman Ippei Gyoubu Model, the package for Coca Cola Japan's Dr. Pepper, an Adidas Japan World Cup advertisement, package and image character design for Konami's J.LEAGUE Winning Eleven Tactics, and SNK *Cool Cool Toon* characters. He has produced the main visual of the Tokyo Game Show since 2010. Recently, he has been participating enthusiastically in video projects, such as many mechanical designs for *Gundam Reconquista in G* and *Mobile Suit Gundam: Iron-Blooded Orphans* and design works for *Kabaneri of the Iron Fortress* and *Sacred Seven*.

IPPEI GYOUBU on Twitter: twitter.com/ippeigyoubu

■ TGS 2017 Accepting applications until June 2 (Friday)!

We are accepting applications for Tokyo Game Show 2017 exhibitions until June 2 (Fri). (Accepting applications for Indy Game Corner [Type A] exhibitions until June 9 (Fri)).

Global game fans, media, and industry members have their attention turned to the Tokyo Game Show 2017. For detailed information on running an exhibit at the show, see "For Exhibitor" on the official home page of the Tokyo Game Show (<http://tgs.cesa.or.jp/>).

And for inquiries about running an exhibit, contact the Tokyo Game Show Management Office. (tgs-ope@nikkeibp.co.jp) of Nikkei Business Publications, Inc.

[Exhibitors Application Schedule]

★Exhibition Application Deadline: June 2 (Friday), 2017

Booth Location Meeting: June 23 (Friday), 2017...For exhibitors who apply for 40 or more booths
July 4 (Tuesday), 2017...For exhibitors with less than 40 booths
Exhibitor Briefing: July 4 (Tuesday), 2017

■ Event Outline for the Tokyo Game Show 2017

Event Title:	TOKYO GAME SHOW 2017
Organizer :	Computer Entertainment Supplier's Association (CESA)
Co-Organizer:	Nikkei Business Publications, Inc.
Special Partner:	DWANGO Co., Ltd.
Sponsor:	Ministry of Economy, Trade and Industry (TBD)
Dates & Times:	<u>September 21 (Thursday) and 22 (Friday), 2017 Business Day</u> 10:00 – 17:00 * Admission during Business Days is restricted to trade visitors and members of the press. <u>September 23 (Saturday) and 24 (Sunday) Public Day</u> 10:00 – 17:00 * 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:	250,000
Expected Number of Booths:	2,000
Admission:	Adults (Junior-high school age and older)...On-site 1,200 yen (Advanced Purchase: 1,000 yen)
(Public Days)	Elementary school age and younger: Free