

September 8, 2009

Ministry of Economy, Trade and Industry
Computer Entertainment Supplier's Association

CESA Announces Details of the Joint Project of “Tokyo Game Show 2009”, “Japan Game Awards 2009” and “Japan International Contents Festival 2009”

“CoFesta Main Booth,” September 24 to 27, General Exhibition Corner, Hall 3

“CoFesta Family Game Booth,” September 26 to 27, Kids Corner, Hall 8

“Creators Talk Show,” 14:10 to 15:10 on September 27, Event Stage, Hall 1

The Computer Entertainment Supplier's Association (CESA) is proud to announce that we will host the joint project of “Tokyo Game Show 2009”, “Japan Game Awards 2009” and “Japan International Contents Festival 2009 (CoFesta)” at the Tokyo Game Show 2009, as an outsourced event of the Ministry of Economy, Trade and Industry. As a part of this project, we will hold “CoFesta Main Booth”, “CoFesta Family Booth” and “Creators Talk Show” from September 24 to 27 at the Makuhari Messe in Chiba Prefecture. CoFesta is the world's largest comprehensive contents festival displaying various Japanese contents including games, animation, comic books, characters, broadcast, music and movies, which are renowned throughout the world.

As in last year's “CoFesta Main Booth,” we introduce a wide variety of game software applications that are used outside of entertainment field. This year in particular we provide various examples of the “Present” and the “Future” of games reflected in various challenges taken on by corporations, creators, and technology developers.

We provide show visitors with opportunities to experience how the expansion of the contents business and technological advances will lead to growth in the game industry, through examples of how entertainment will evolve, what direction people supporting the industry will choose, leading-edge technological experiences and the messages of creators and technology developers.

The “CoFesta Family Booth” is designed to provide both child and parent the opportunity to discover the attractiveness of games through displays where games can be played together. Furthermore child and parent can create their “own customized games” at this corner. We also provide a corner where mom, dad and children can play both nostalgic and most recent versions of older games that parents played as children. In addition we provide a rare experience to observe the processes involved in the creation of games, and examples of how fun it is and what it is like to be a game creator to help visitors understand and take greater interest in the business as part of our efforts to cultivate future participants in the game industry.

The talk show is designed to provide opportunities for visitors to gain further insight on the great entertainment value of games, which are representative of Japan's most famous contents, and on the experience of being a game creator through active discussions with participants in the show. This year Japan's top game creators Toshihiro Nagoshi of Sega Corp. (Creator of the “Ryu Ga Gotoku” series), and Akihiro Hino of Level-5 Inc. (Creator of “Professor Layton” series) are the main speakers in the talk show. We have also included other events to make this year's show even more entertaining.

Contact

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“CoFesta 2009,” “Tokyo Game Show,” “Japan Game Awards”

Joint Project Overview

“CoFesta Main Booth”

~Present and Future of Japan’s World Famous Games!~

Date: September 24 to 27 (Thursday to Sunday)

Location: General Exhibition Corner, Hall 3, Makuhari Messe

Present Games

Understanding the Current Industry through Software and Hardware!

● Important Role in Hobbies, Education – “Diversifying Applications of Software”

Along with game software development companies, the participation and collaboration of companies from other industries enables us to introduce approximately 60 highly diversified game software titles which match various ages of users and exist outside of the realm of the traditional “entertainment” value of games. 13 of these game software titles will be available to be played by visitors.

● Unexpected Applications – “Boundless Applications of Game Equipment”

We introduce the unexpected applications of game equipment, which leverage the communications capabilities of these terminals, in the fields of education and medicine, as well as in commercial facilities.

◇ Play Station Portable (PSP) Used in Educational Applications

Shuei Yobiko Co., Ltd. (college preparatory school) provides a memory stick which can be inserted into a PSP terminal by students to view classroom lessons anywhere and at anytime as a new teaching method.

◇ PSP Used to Help Eliminate Information Disparity of Hearing Impaired Persons

By using “ITBC2” summarized transcription delivery software in PSP terminals, the disparity in information provided to persons with normal and impaired hearing can be rectified in schools, morning meetings, theaters, and other situations.

● Strength of Creators Is Our Foundation – “Challenging New Fields”

Using knowledge gained in the game development process, we introduce examples of applications in new fields that contribute to society and are based on the strength of creators.

◇ SSD Co., Ltd.: “XaviX PORT (Service Support)”

New applications in the area of infant education and senior citizen rehabilitation based on technologies accumulated in the creation of games and devices.

Future Games

Innovative Creators and Leading-Edge Technologies Make Games More Interesting!

• Top Creators Speak Out – “Thinking of the Future of Games”

Creativity of creators is an absolute necessity in the progress and development of games. We will provide the deep insight and opinions of three of the top creators, Keiji Inafune of Capcom Co., Ltd., Toshihiro Nagoshi of Sega Corp., and Masahiro Sakurai of Sora Ltd., in unique interviews.

• Leading-Edge Technologies Open Doors to the Future – “Technologies Make Games More Interesting”

Visitors will be able to experience 3D, augmented reality, human interface and other leading-edge technologies which are designed to make future games more interesting. Visitors will also have the opportunity to learn about how traditional games will evolve and their future potential through the messages of Professor Susumu Tachi of Keio University and other developers and technicians.

◇ Tonchidot Corp.: “Sekai Camera (World Camera)”

When the “Sekai Camera” is pointed in a direction, it shows the actual landscape in that direction combined with contents downloaded from the Internet. This capability of the Sekai Camera will help to make the world more interesting.

◇ Keio University: Tachi Research Group / Tokyo University: Kamikawa Research Group

Three leading-edge technologies, which allow users to feel weight and touch things that do not actually exist in the virtual world and were announced at SIGGRAPH, will be displayed.

◇ Toshiba Corp.: Interactive 3D Display System

Visitors can experience the interesting ability to manipulate a character throwing things. They can also experience the ability to interact between the real and the visual world using three dimensional visual imaging.

◇ Victor Company of Japan, Ltd.: 3D Display

3D visual images are becoming more common in everyday life. Visitors can experience natural 3D visual images which project visual images that have a great sense of depth and reality.

• Input Interface Becomes Mainstream – “Next Generation Game Trend”

Games are evolving at a high speed not seen in other forms of contents. And with regards to “input interface” that is the key to evolution of games, comments of Professor Hitoshi Matsubara of the System Information Sciences Department of Future University Hakodate, also renowned for his research on “Astro Boy (Tetsuan Atom),” will be introduced.

“CoFesta Family Booth”

~ *Children and Parents Learn by Playing Games Together!* ~

Date: September 26 and 27 (Saturday and Sunday)

Location: Kids Corner, Hall 8, Makuhari Messe

● Creator Work Experience – “Create Your Own Customized Game”

You can “create your own unique customized game” by choosing the music of your choice and placing your own face on the main character in the game. In this game Ferretta-kun, the mascot character of the Tokyo Game Show, makes an appearance. Children and parents can not only enjoy playing attractive games at the Show, but also experience the joy of being a creator by creating their own customized game.

Game Creation Program provided by Studio Fake L.L.C.

● Both Are Fun! – “Nostalgic and Latest Games!”

Games, which were played by parents when they were children and have evolved over time to be played by their children are available to be played at the Show. In addition to being able to enjoy seeing how games have evolved, visitors can see how games remain attractive now as they were in the past. We will also display nostalgic articles relating to the sales launch of various game software titles.

Cooperation: Enterbrain, Inc

Exhibit, Demonstration Titles:

Company	Original Software		Latest Software	
Hudson Soft Co., Ltd.	1985	Bomberman	2008	Bomberman
Nintendo Co., Ltd.	1985	Super Mario Bros.	2007	Super Mario Galaxy
Akatsuki Printing Inc.	1986	Crazy Climber	2007	Crazy Climber Wii
Sega Corp.	1994	Virtua Fighter	2009	Virtua Fighter 5 Live Arena

● Look for Ratings on Packages! – “Selecting Proper Games for Children”

Panels with “age rating marks” for both children and parents are displayed on the packages of software in line with their contents and expressions.

“Creator’s Talk Show Overview”

Date: 14:10 to 15:10 on Sunday, September 27

Location: Hall Number 1, Makuhari Messe (Chiba, JAPAN)

Participants:



Toshihiro Nagoshi (Sega Corp.)

R&D Creative Officer

Consumer R&D Group

Producer of a wide range of products including “Daytona USA,” “Super Monkey Ball,” and “Ryu ga Gotoku” series that have changed the image of the game industry, Toshihiro has created new trends within the industry through his unique philosophies about games.



Akihiro Hino (LEVEL-5 Inc.)

CEO/President of LEVEL-5 Inc.

Akihiro Hino has overseen development of a wide range of games including “Professor Layton” series and “INAZUMA ELEVEN” series, as well as role playing games including “WHITE KNIGHT CHRONICLES,” and “Dragon Quest IX: Hoshizora no Mamoribito.” He is known for his ability to mix contrasting elements to create hit products.

Hirokazu Hamamura
Shinya Arino

(CEO/President of Enterbrain, Inc.)
(Comedy duo ‘Yoiko’)

About JAPAN INTERNATIONAL CONTENTS FESTIVAL

CoFesta is the world's largest comprehensive contents festival displaying various Japanese contents including games, animation, comic books, characters, broadcast, music and movies, which are renowned throughout the world. This festival is held in conjunction with members of the fashion, design and other industries.

Its goals are to show the world the wide range of

contents produced in Japan, to promote the potential for expansion through collaboration with each other and with new media technologies, and to maintain its position as the largest festival of its type in the world.

<http://www.cofesta.jp/2009/en/index.html>



JAPAN
INTERNATIONAL
CONTENTS
FESTIVAL

About TOKYO GAME SHOW

TOKYO GAME SHOW, showcasing the latest information and developments in the game industry, is the focus of world attention. The Show will be held for four days from Thursday to Sunday, September 24 to 27. TOKYO GAME SHOW 2008 featured an impressive number of exhibitor booths and visitors, and the Show continues to grow as the world's largest computer entertainment show.

<http://expo.nikkeibp.co.jp/tgs/2009/en/>

TOKYO
GAME SHOW
2009

About Japan Game Awards

Japan Game Awards is celebrating its 13th year in 2009. Award category divisions of Japan Game Awards 2009 are as follows: the "Games of the Year Division" for products released in Japan during the previous year; the

"Future Division" for unreleased games exhibited at TOKYO GAME SHOW 2009; the "Amateur Division" for works by amateur individuals, corporations, or other entities; and the "Minister of Economy, Trade and Industry Award" introduced in 2008 to honor individuals who have made significant contributions to the development of the industry. The winners selected by Japan Game Awards Selection Committee will be announced and the awards will be presented during the four days of TOKYO GAME SHOW 2009.

<http://awards.cesa.or.jp/en/index.html>



Japan Game Awards : 2009

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