

The Theme: A Playful Spirit Can Change the World

A revolution in information technology including the spread of broadband communications has changed our lifestyle and helped the spread of online games and mobile phone games. This is the age of “ubiquitous entertainment,” an ever-present gaming experience that knows no limits of time and space. A diversification and fusion of game culture and styles, and the spread of broadband access has accelerated the mixing of various media in games, music and sports joining the usual online fare of animation and video.

In this expanding market, the computer entertainment industry is under further pressure to create new game software that captures everyone’s “playful spirit”. Video games are further expected to evolve and develop as a core entertainment to satisfy our playful spirits, transcending the barriers of language and culture.

Tokyo Game Show 2003 proposes a new world of entertainment to capture our playful spirits without borders. We would also like to remind that a playful spirit can drive changes in the entertainment world for enjoyment of all. This is the meaning of this year’s theme “A Playful Spirit Can Change the World.

Mai Visual: A visualization of the theme “A Playful Spirit Can Change the World”

~ Expressing the “delight” & “potential” that can be experienced through the world of video games ~

The floating keys are based on those found on game controllers and PCs while the back ground of colorful puzzle game pieces incorporates images from game topics like history, sports, cities and characters. The main visual expresses the “delight” and “potential” that can be experienced through the world of video games. The accompanying slogan “Future in Control” reinforces this year’s theme “A Playful Spirits Can Change the World,” which suggests that a playful spirit can transcend borders and drive change in the entertainment world of the future.

Organizer’s Event Plan

Development Tools & Middleware Area

We have established a new corner for development tools and middleware vendors. With changes in techniques and the game development environment, quality game development tools and middleware are increasingly used. A developers conference session called CEDEC Premium will be also held at The TGS Forum 2003 in conjunction with CEDEC (CESA Developers Conference). Lectures on the latest game development environment by well-known game creators from overseas will be offered in cooperation with International Game Developers Association <IGDA>

TABLE GAME STADIUM

The TABLE GAME STADIUM, which enjoyed popularity among visitors last year, is again one of our featured attractions. All visitors are welcome to play a wide variety of table games, including trading card games and board games - embodying the fundamental aspects of games: the fun of match, luck, and strategy. Lessons by instructors and some tournaments will also be held.

PC ONLINE GAME STADIUM

In cooperation with Intel K.K., visitors can enjoy many latest PC online games using the newest Intel microprocessor equipped desktop or notebook computer.

Voting in “The 7th CESA GAME AWARDS”

“The 7th CESA GAME AWARDS” will give prizes to the most promising voter-selected computer entertainment software. As with last year, general attendants can vote for the GAME AWARDED FUTURE, which will be chosen from pre-release games that will be introduced and exhibited at TOKYO GAME SHOW 2003. The prize will be given at the “The 7th CESA GAME AWARDS” ceremony held on October 30, Thursday. General attendants can vote at voting boxes in the venue.

* Please refer to official website for more details.

[<http://awards.cesa.or.jp/english/index.html>]