

## Press Release

**BANDAI NAMCO Entertainment Inc.**

**Hitting All the Touch Points. "more fun for everyone" Worldwide.**

## **Tokyo Game Show 2015 BANDAI NAMCO Entertainment Booth Highlights**

- 1. Delivering fun throughout the world! Showing & live streaming titles for overseas**
- 2. Playing popular games before the event!**
- 3. Games, stages, photos: Getting hooked on a variety of fun things at the exhibition!**

BANDAI NAMCO Entertainment Inc. (Headquarters: Shinagawa-ku, Tokyo; President & CEO: Satoshi Oshita) has announced that it is exhibiting at Tokyo Game Show 2015, held at Makuhari Messe from 17 to 20 September (Business Day: 17–18, Public Day: 19–20). To be true to its new company name, "BANDAI NAMCO Entertainment," from April 2015, the company will organize a booth that can deliver the concept of delivering "more fun for everyone" worldwide, hitting all the touch points.



### **1. Delivering fun throughout the world! Showing & live streaming titles for overseas**

Making the best use of our competitive advantages, the booth is displaying more than 50 titles and many characters for various platforms. In particular, there are many titles scheduled to be soon available worldwide (with the ★ mark on page 2). The stage events are broadcasted in real time via YouTube™ and Twitch, a game live-streaming platform. The Twitch channel delivers the scene of the booth or the venue in real time with comments in English; we thus show the passion and atmosphere of the booth to gamers all over the world who can't visit the exhibition.

### **2. Playing popular games before the event!**

The booth is full of displays for smartphone game applications. Prior to the exhibition, we will hold an interactive event, the "All Star Apps Thanksgiving Festival," where everyone works toward the same goal to obtain as many rewards as possible in accordance with the number of enemies they defeat in 10 titles, such as the "ONE PIECE TREASURE CRUISE." Both an information space in the booth and a live broadcast from the 876TV special studio in the booth (Niconico Live; to be simultaneously broadcasted on YouTube Live) relay the progress of the interactive event and the results, thus players can enjoy the development of the combination of real and digital. Also, if you download instantly a related application we recommend, players are allowed the "Juden-Musume (Charger Girl)" Service to charge visitors' smartphones. We thus prepare for ways of exhibiting games that only we can conceive of.



Efforts for game apps

### **3. Games, stages, photos: Getting hooked on a variety of fun things at the exhibition!**

We also plan to hold an event for "Summer Lesson," on Sept. 17 as the first business day, an experimental application for the use of a head-mounted display that offers players a new type of game. The producers of the newest games appear on stage and disclose various secrets exclusive to this event. In addition, in the photo box at our booth, players can take photographs linked with video that will make them feel as if they are in the game. Furthermore, we also provide a wide variety of other enjoyable attractions on the day.



Photo box linked with video

For more information, visit the Tokyo Game Show page on the BANDAI NAMCO Entertainment website. Of course, the days of the event at the BANDAI NAMCO Entertainment booth will be exciting enough, but you'll be delighted even before the event, or even if viewing remotely from overseas.

★: Scheduled to be released overseas

## ■ Video game titles to be exhibited (all offered for trial plays) (excerpt)

### ★“GOD EATER RESURRECTION”

(PlayStation®4 (PS4™), PlayStation®Vita (PS Vita), PS4/PS Vita / TV Anime Cross Play Pack & Anime Vol.1, Launched on Oct. 29 / PS4: JPY6,170 + tax, PS Vita: JPY5,210+ tax, Cross Play Pack & Anime Vol.1: JPY9,980 + tax / In Japan, Asia)

This is the latest work of the “GOD EATER” series, with accumulated shipping of more than 3 million since its launch five years ago. The story of the original “GOD EATER” is revived splendidly with a new after-story. Fans can experience the world of the original of “GOD EATER” TV anime, being aired on TV from July. Further, the actions of “devouring” on enemies have been evolved in diversified ways—devouring from the air and simultaneous multiple devouring—which enables players to enjoy more dynamic actions.



### ★“NARUTO SHIPPUDEN: Ultimate Ninja STORM 4”

(PS4: Launched on Feb 4, JPY7,600 + tax / In Japan, North & South America, Europe, Asia)

This is the latest work of the “Naruto Ultimate Ninja” series, with 12 million+ sold all around the world. In this powerful ninja-inspired battle game, beautiful graphics and directions popular in its animation have been developed to make players feel as if they are moving their character through scenes of animation—this is what our players overseas appreciate. It also entails the largest number of characters, including BORUTO and SARADA, who appeared in “BORUTO –NARUTO THE MOVIE–” as a highlight of the first edition.



### ★“JOJO’S BIZARRE ADVENTURE EYES OF HEAVEN”

(PS4, PlayStation®3 (PS3®) / Launched in 2015 / Price TBD / In Japan, Asia)

This brand-new home video game software is based on the very popular cartoon, “JOJO’S BIZARRE ADVENTURE.” “JOJO’S BIZARRE ADVENTURE ALL STAR BATTLE” released in 2013, has broken the 500,000 units sold mark. In this game, players can choose two characters freely, to form a duo. In addition to the skills, popular in the original, they can use decisive combos and dream tag plays to get themselves absorbed in the world of “Jojo.”



### ★“PROJECT X ZONE 2”

(Nintendo 3DS™ / Launched on Nov. 12 / JPY6,640 + tax / In Japan, North America, Europe, Asia)

Beyond the boundary between game design companies, differing titles, and the world views of those titles, in this game, popular characters gathered from Capcom, SEGA Games, SEGA Interactive, and BANDAI NAMCO Entertainment join in tag teams to fight against insane enemies. This simulation RPG game, featuring many characters (that are popular overseas) from the game design companies above, will be available in seven languages, in order to deliver enjoyment to customers all over the world.

### ★“Saint Seiya: Soldiers’ Soul”

(PS4, PS3 / Launched on Sep. 25 / JPY7,120 + tax / In Japan, North & South America, Europe, Asia)

Expressing the magnificent world and story of “Saint Seiya” animation with dynamic directions, this cinematic galactic action game has been developed for global release. Players can see even the Gold Saints, such as Aiolia, who just appeared in “Saint Seiya –soul of gold–” via Internet distribution from April.

### “Disney Infinity 3.0”

(PS4, PS3, Wii U / Launched on Nov. 12 / JPY7,200 + tax / As the distributor in Japan)

This game, with the new world of “Star Wars,” is an action & adventure title in which different characters from Disney, Disney/Pixar, and Marvel can appear, “beyond borders,” in a sense. Using and linking figurines to enter characters from different titles or different world views from other titles into the game, players can experience new fun through a combination of real figures with a virtual game.

\* The platform, schedule of release, and prices are for delivery in Japan.

★: Distributed overseas now

**■ Game titles for smartphones to be exhibited (no trial play) (excerpt)**
**Full of great hit titles all over the world!**

We hold interactive events for 10 titles, including the very popular IP titles, such as “ONE PIECE TREASURE CRUISE” marking 15 million+ downloads and “DRAGON BALL Z DOKKAN BATTLE,” with 20 million+ downloads in Japan, along with the car racing game, “DRIFT SPIRITS,” attracting popularity both in Japan and overseas, and “taiko no tatsujin +,” which is famous both as an arcade game and a video game.


**★“ONE PIECE TREASURE CRUISE”**

(App Store, Google Play™ / In Japan, Asia, North America, Europe)

Showy combos with easy taps! Lead pirates on a dive into the ONE PIECE world! Through the stories based on the original and the film, players can enjoy strategic battles and directions full of presence.


**★“DRAGON BALL Z DOKKAN BATTLE”**

(App Store, Google Play / In Japan, Asia, North America, Europe)

Instinctive! DOKKAN! It's a great thrill! Players can battle with dynamic directions and speed, and can enjoy insane, crazy fights that only a smartphone can relay.


**★“DRIFT SPIRITS”**

(App Store, Google Play / In Japan, Asia, North America, Europe)

Do the sickest drift! When drifting your heart out, enjoy driving many car models popular both in Japan and overseas. Players only need to touch the display to enjoy powerful and beautiful drifting.


**“taiko no tatsujin +”**

(App Store / In Japan)

The popular “taiko no tatsujin” is now on smartphone! Intuitive taps allow players the experience of a new sensation.

**★ “TALES OF ASTERIA”(App Store, Google Play／In Japan, Asia)**

“Gundam Conquest”(App Store, Google Play／In Japan)

**★ “SD GUNDAM STRIKERS” (App Store, Google Play／In Japan, Asia)**
**★ “SD GUNDAM GGENERATION FRONTIER”(App Store, Google Play／In Japan, Asia)**

“JOJO'S BIZARRE ADVENTURE : STARDUST SHOOTERS”(App Store, Google Play／In Japan)

“Sword Art Online Code Resister”(App Store, Google Play／In Japan)



“ONE PIECE TREASURE CRUISE”

“DRAGON BALL Z DOKKAN BATTLE”

“DRIFT SPIRIT”

“taiko no tatsujin +”

\* All the titles above are available now for free download. (Some have a pay-per-item system.)

## ■ Overview of the BANDAI NAMCO Entertainment Booth

- Business Day : 17–18 September, 10:00–17:00
- Public Day : 19–20 September, 10:00–17:00
- Venue : Makuhari Messe (2-1 Nakase, Mihamaku, Chiba)
- Booth : Exhibition Hall 6
- Special page for the Tokyo Game Show  
<http://tgs2015.bandainamcoent.co.jp/index.html>
- Official Facebook page  
<https://www.facebook.com/bandainamcoentertainment>
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Booth overview

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\*The screen is a version under development.

\*Please note that the "Juden-Musume (Charger Girl)" Service to charge visitors' smartphones is not compatible with some models.

\*Please also note that the number of people who can experience some events in this press release are limited.