



Entertainment

more fun for everyone

Press Release

BANDAI NAMCO Entertainment Inc.

Offering wide-ranging content from VR (Virtual Reality) titles to latest titles of popular series!

Tokyo Game Show 2016

BANDAI NAMCO Entertainment Booth Highlights

- 1. Passionate about VR content! Stage presentation of two PS VR-dedicated launch titles!**
- 2. About 60 titles by wide-ranging lineup covering from the new IP to latest titles of popular series!**
- 3. The booth offers infinite fun! Stage events are broadcast live around the world!**

BANDAI NAMCO Entertainment Inc. (Headquarters: Minato-ku, Tokyo; President & CEO: Satoshi Oshita) has announced that it is exhibiting at “Tokyo Game Show 2016” held at Makuhari Messe from September 15 to 18 (Business Day: 15–16, Public Day: 17–18).

1. Passionate about VR content! Stage presentation of two PS VR-dedicated launch titles!

BANDAI NAMCO Entertainment has been very active in VR content, and is planning to launch two titles dedicated to PlayStation®VR (hereinafter referred to as PS VR). On October 13, both titles, “SUMMER LESSON : HIKARI M. - Seven Days Room (Basic Game Pack)” and “THE IDOLM@STER CINDERELLA GIRLS VIEWING REVOLUTION” will be featured stage events in our booth. They will be also exhibited for trial in the Sony Interactive Entertainment booth. Various officials for our VR business will appear on stage in the TGS Forum during the show. The keynote speech on Friday, September 16 will be given by the producer/director of “SUMMER LESSON” and the person in charge of “VR ZONE Project i Can,” the VR experience facility opened in Odaiba for a limited time, will join the stage of special sessions. Various talk sessions on VR business will be held to show our perspective which is very passionate about VR content.

2. About 60 titles by wide-ranging lineup covering from the new IP to latest titles of popular series!

Taking advantage of our wide-ranging IP, our well-rounded lineup of as many as 60 titles will be exhibited, from the latest IP to popular series (including playable demos or image exhibition). We offer a lineup appealing to a variety of customer segments, including a consumer release of our new original IP “DIGIMON UNIVERSE APPLI MONSTERS” and the latest titles of the “MOBILE SUIT GUNDAM” series, celebrating its 30th anniversary of the game series, and the world’s popular “DRAGON BALL” series. In the area of network content, we are also planning to announce a new app leveraging UGC in which customers take part in creating and developing new IP with us.

3. The booth offers infinite fun! Stage events are broadcast live around the world!

The concept of this year’s booth is a summer festival “arena.” A stage is placed at the center of the venue which can be seen from any angle (360 degrees), and visitors can enjoy lots of fun content throughout the booth, in a very exciting atmosphere like a summer festival. In the booth, there is a special exhibition that looks back over the history of the “MOBILE SUIT GUNDAM” game series, which celebrates its 30th anniversary in this year. The “Juden-Musume (Charger Girl)” Service, which was popular last year, is offered in the “Juden & Apps Bar with Juden-Musume” this year, where visitors can charge their smartphones when they download apps. The stage events will be also broadcast live around the world, so that gamers, both foreign and domestic, who are unable to attend the booth can also experience the excitement.



■ Offering a Wide-ranging lineup! Exhibited consumer video game titles

*Partial introduction

☆ **“THE IDOLM@STER CINDERELLA GIRLS VIEWING REVOLUTION”**

(PS VR / Launched on Oct. 13 / JPY2,296 + tax / Japan)

This is the first PS VR dedicated title from “THE IDOL M@STER” series. This is idol live concert viewing content to enjoy live performance by the anime idol characters of “THE IDOLM@STER CINDERELLA GIRLS” with dynamic sound, and feel the passionate atmosphere as if you were at the concert venue. Players can experience waving glow sticks to support idols by using PlayStation_(R)Move as well as operating the wireless controller.

* A playable demo of this title will be exhibited in the PlayStation_(R) booth.☆ **“SUMMER LESSON : HIKARI M. - Seven Days Room (Basic Game Pack)”**

(PS VR / Launched on Oct. 13 / JPY2,759 + tax / Japan)

While this game has been received well as a technology demonstration since it was first unveiled in 2014, it will finally see a consumer release. You can enjoy a new type of entertainment experience by communication with the characters in the 3D space as if they were actually in front of you.

* A playable demo of this title will be exhibited in the PlayStation_(R) booth.★ **“DRAGON BALL XENOVERSE 2”**

(PS4 / Launched on Nov. 12 / JPY7,600 + tax / Japan, North America, Central and South America, Europe, Asia, and others)

This is the second title from the “DRAGON BALL XENOVERSE” series which gained popularity mainly in Europe and the United States, and has exceeded 4 million units in cumulative shipments worldwide. In a new and more expansive town, you can enjoy online search/cooperation/battling while communicating with more players from around the world. With improved avatar customization features, players can enjoy even more personalized and strategic battles.

★★ **“TEKKEN 7”**

(PS4, Xbox One, PC / Launched in early 2017 / Price TBD / Release territories are TBD)

The latest title in the long running 3D fighting game series, “TEKKEN”, which has sold more than 44 million units globally to date. Experience the cutting edge graphics and immersive Story Mode, which will portray the climactic showdown between Kazuya and Heihachi Mishima. In addition, Tekken 7 will have PSVR compatibility.

★ **“SD GUNDAM G GENERATION GENESIS”**

(PS4, PS Vita / Launched on Nov. 22 / PS4: JPY8,200 + tax, PS Vita: JPY7,600 + tax / Japan and Asia)

The first update in four years in the “G GENERATION” series, which has shipped 5 million units to date. This is released to celebrate the 30th anniversary of the series of GUNDAM games. Covering more than 38 titles from the first GUNDAM to GUNDAM UC, and with over 600 Mobile Suits and battleships joining the war, this title represents the “origin” of the series, in which the player can experience 100 years of UC history.

★ **“SWORD ART ONLINE: Hollow Realization”**

(PS4, PS Vita / Launched on Oct. 27 / PS4 Limited Edition: JPY10,980 + tax, PS4 Regular Edition: JPY7,200 + tax, PS Vita Limited Edition: JPY9,880 + tax, PS Vita Regular Edition: JPY6,100 + tax / Japan, North America, Europe and Asia)

This is the latest in the “SWORD ART ONLINE” game series which enjoys popularity mainly in Japan, North America and Asia. You can enjoy this action battle game in the world of VRMMORPG while collaborating with other players. Furthermore, since the game is fully original and portrayed story not in its original novel, those who have not played the series can easily play and enjoy the game.

★ **“NARUTO SHIPPUDEN: Ultimate Ninja STORM 4 ROAD TO BORUTO”**

(PS4 / Launched on Feb. 2, 2017 / Package Regular Edition: JPY6,800 + tax, DLC “ROAD TO BORUTO” Pack: JPY2,411 + tax / Japan, North America, Central and South America, Europe, Asia etc.)

At last, the Boruto content will be added to “NARUTO Shippuden: Ultimate Ninja Storm 4”, which has shipped 2 million units worldwide. Enjoy the story of Naruto’s son, Boruto Uzumaki, who has become Hokage with other next-generation shinobis appearing in “BORUTO” Naruto the Movie. Experience the newest and the last Storm of the series together with a new story.



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

■ Very unique way of introducing new titles! Game titles for smartphone *Partial introduction

“Juden & Apps Bar with Juden-Musume” which helps you find recommended apps & Log-in Bonus Campaign!

We will introduce completely new way to enjoy game titles for smartphone. The “Juden-Musume” Service which was popular last year, with which visitors can charge their smartphones if they download applicable apps, comes back as the “Juden & Apps Bar with Juden-Musume” this year. Visitors can view recommended game apps at the bar counter, communicating with Juden-Musume.



充電 & アプリBAR
with 充電ムスメ

In the booth, presentations for network content will be made using images and stage events. The Log-in Bonus Campaign is offered for the following titles during “Tokyo Game Show 2016”, which enables those log in during the campaign to receive more items than normal. We will live up to provide these services so that people can enjoy both in and out of the booth.

▼ Titles on offer for log-in bonus campaign during the show (*Partial introduction)

“LINE: GUNDAM WARS”

“SWORD ART ONLINE: Memory Defrag”

“JOJO’S BIZARRE ADVENTURE: STARDUST SHOOTERS”

“DRIFT SPIRITS”

“THE IDOLM@STAR MILLION LIVE!”

“DIGIMON LINKZ”

* 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: 2016.9.15(THU)–16(FRI), 10:00–17:00
- Public Day: 2016.9.17(SAT)–18(SUN), 10:00–17:00
- Venue: Makuhari Messe (2-1 Nakase, Mihama-ku, Chiba)
- Booth: Exhibition Hall 5

- Special page for the Tokyo Game Show
<http://tgs2016.bandainamcoent.co.jp/>
- Official Facebook page
<https://www.facebook.com/bandainamcoentertainment>
- Official Twitter account
[@bnei876](https://twitter.com/bnei876)

(C) BANDAI NAMCO Entertainment Inc.

(C) バードスタジオ／集英社・フジテレビ・東映アニメーション (C) BANDAI NAMCO Entertainment Inc.

TEKKEN™7 & (C) 2016 BANDAI NAMCO Entertainment Inc. (C) CAPCOM U.S.A., INC. ALL RIGHTS RESERVED.

(C) 創通・サンライズ

(C) 2014 川原 礫／KADOKAWA アスキー・メディアワークス刊／SAO II Project (C) BANDAI NAMCO Entertainment Inc.

(C) 岸本斉史 スコット／集英社・テレビ東京・ぴえろ (C) 劇場版 NARUTO 製作委員会 2014 (C) 劇場版 BORUTO 製作委員会 2015

(C) BANDAI NAMCO Entertainment Inc.

*Internet connection is required to download this product/benefits. In addition, you need to have an account of Sony Entertainment Network.

**“THE IDOL M@STER CINDERELLA GIRLS VIEWING REVOLUTION” cooperation: MAIHAMA Amphitheater

*All other company and product names used herein are trademarks or registered trademarks of their respective owners.

*The information in this press release is the latest information available at the time of release. Please note that the contents may change without prior notice.

**“PlayStation” and “PS4” are the registered trademarks of Sony Computer Entertainment Inc.

*Separate data fees may apply when using this application.

*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.