

Japan's Biggest Conference for Game Developers **Call for speakers at "CEDEC 2010"**

Application period: Feb 1 – Mar 31

**New session formats <Short Sessions (20 minutes)> and <Poster Presentations> to be added
Julien Merceron of the GDC Advisory Board to join the CEDEC Organizing Committee**

The Computer Entertainment Supplier's Association (Abbreviation: CESA, Chairman: Yoichi Wada, Address: Nishi-Shimbashi, Minato-ku, Tokyo) has decided to hold Japan's biggest conference for game developers "CEDEC 2010 (CESA Developers Conference 2010)" at Pacifico Yokohama (Minatomirai, Nishi-ku, Yokohama) for the three days, August 31 (Tue) through to September 2 (Thu), under the joint sponsorship of Nikkei Business Publications, Inc. (President & CEO: Yasuo Hirata, Address: Shirokane, Minato-ku, Tokyo).

Applications to speak at CEDEC 2010 are now being accepted. Applications should be made using the Application Form which can be downloaded from the official CEDEC website. To be eligible, an applicant must be a game developer or otherwise engaged in related work, a researcher or student. Applications are being accepted not only from Japan, but from all over the world. The closing date for applications is Wednesday, March 31.

<Official CEDEC website> <http://cedec.cesa.or.jp/>

CEDEC is an international technology conference for sharing the latest development technology and business information, surmounting the barriers of industry, government and academia. The aim of CEDEC is to improve the technological capability of the entire gaming industry. Last year, CEDEC was scaled up considerably: 152 sessions were held, and about 200 speakers from Japan and overseas took the rostrum.

At this year's CEDEC, two new session formats will be added: <Short Sessions (20 minutes)> and <Poster Presentations>. In addition to the regular <Sessions (60 minutes)>, <Panel Discussions (60 minutes)> and <Roundtables (60 minutes)>, by preparing a variety of presentation styles, the aim is to grasp the broad range of speaker and audience needs.

Speakers who are selected will be offered special benefits including a complimentary CEDEC pass and an invitation to a party exclusively for speakers. Furthermore, all applicants will be offered special benefits including a CEDEC pass at the CESA member price and priority admission to the keynote speech.

* Please see the attachment for an outline of the two new session formats, as well as a summary of the special benefits and a guide for applications.

◆New members to the CEDEC Organizing Committee

Six new members have been welcomed to the Organizing Committee (the roles of which include administering CEDEC and formulating the program), including Mr. Julien Merceron, Worldwide Technology Director of Square Enix Group (former Eidos Worldwide CTO), and Mr. Masanobu Endoh, Chairman of MOBILE & GAME STUDIO Inc. This brings the total number of members to 41. The Organizing Committee will continue to act for even greater improvements in quality, such as by inviting speakers from overseas and selecting speakers from broad points of view.

* Please see the attachment for a list of the members of the CEDEC Organizing Committee.

Official CEDEC website <http://cedec.cesa.or.jp/>

- For enquiries from the **media**:
CEDEC PR Office Email: cedec2010@fullhouse.jp Fax: +81-3-3401-8085
- For enquiries from the **general public**:
CEDEC Management Office Email: cedecspeaker@cesa.or.jp

[Attachment 1]

● New session formats

For details on applications, please refer to the official website (<http://cedec.cesa.or.jp/>)

<Short Session (20 minutes)>

Three 20-minute Short Sessions will be packaged and offered as a single regular session. Presentations will be delivered concisely on specific topics. The short time frame will allow for crisp lectures.

The aim of this format is to allow prospective speakers to apply more casually by lessening the speaking burden compared to the regular 60-minute sessions.

Please note, the selection of which Short Sessions to combine into a single set will be made by the Program Committee (part of the CEDEC Organizing Committee).

<Poster Presentation>

A dedicated display area will be set up inside the CEDEC venue. This style will allow you to deliver your presentation in a poster format. Specific time slots will be assigned as a core time for you to make a presentation in front of your posters.

The display area will also be equipped with power and internet connections, enabling you to do demonstrations using equipment.

* The conventional session formats are as below:

<Regular Session (60 minutes)>: Normal session format. One or several speakers present a lecture.

<Panel Discussion (60 minutes)>: Several speakers debate a given topic.

<Roundtable (60 minutes)>: A moderator and several participants sit in a circle and discuss a given topic.

● Special benefits for applicants and approved speakers

The following special benefits will be provided to all applicants and to those speakers who are selected based on the results of a screening process.

<Special benefits for applicants >

- Priority entry to the CEDEC 2010 Keynote Addresses
A priority entrance will be set up which is separate to the general entrance.
* A CEDEC Pass must be purchased separately.
- Offer of CEDEC 2010 Pass at CESA member prices

< Special benefits for approved speakers >

- Complimentary CEDEC 2010 Pass
Sessions(60 minutes), Panel Discussions(60 minutes), Roundtables(60 minutes): Complimentary passes for three people including the speaker
Short Sessions(20 minutes), Poster Presentations: Complimentary pass for one person
* Where necessary, extra passes will also be provided (but only for admission to the applicant's session) if the number of speakers exceeds the quota and/or there is other support staff.
- Invitation to party exclusively for speakers
A party is scheduled for speakers to get to know each other better. Speakers will receive a complimentary invitation to the party.
* Speakers will also need to purchase tickets if they want to attend the "Developers Night" – a party for all CEDEC 2010 participants.

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[Attachment 2]

CEDEC is an event created by the Technical Committee (Chairman: Kenji Matsubara, TECMO KOEI HOLDINGS) of CESA. For the year 2010, the members of the CEDEC Organizing Committee are shown below:

● **CEDEC Organizing Committee**

CEDEC Organizing Committee formulates the outline and is responsible for the overall planning, management, operations and balance of the event. It also contains the Program Committee, the Planning Committee and the Management Office as subsidiary organizations.

Chairman: Naoto Yoshioka, SQUARE ENIX

Vice-Chairman: Naohiro Saito, NAMCO BANDAI Games

*Kenji Matsubara, the chairman of the Technical Committee doubles as a member of the CEDEC Organizing Committee.

Planning Committee

Works to spread the significance of the event, developing cooperative relations and the public relations in the industry, in addition to the planning and the overall operations.

Group Leader: Kenei Unoki, Microsoft

Member:

Satoru Aida, KOEI

Teruyo Ishijima, moon and sunny drops

Naohito Kano, KOEI

Gakuto Kobayashi, Computer Entertainment Supplier's Association(CESA)

Program Committee

Works for selection of submissions and the recruitment of speakers for the special sessions to develop a better conference. It consists of practical experts in each field with session producers assigned by category.

Programming: Tetsuji Iwasaki, SQUARE ENIX

Visual Arts: Takashi Mizutani, Sony Computer Entertainment

Sound: Hiroaki Kondo, Dolby Japan

Online: Yoshinari Sunazuka, DigiToys

Game Design: Masanobu Endoh, MOBILE & GAME STUDIO

Production: Akihiro Tashiro, Microsoft

Mobile: Yukifumi Okamoto, GAMES ARENA

Business and Management: Takashi Shoji, SEGA

Academic: Masahiko Inami, Keio University Kazunobu Uehara, NAMCO BANDAI Games

International Track: Julien Merceron, SQUARE ENIX Group

Special Sessions: Shun Arai, CyberFront

Advisory Board

Works as advisory to the overall program and the operations for the event per request of the Organizing Committee, the Program Committee, the Planning Committee or the Management Office.

Member:

Ken Anjo, OLM Digital

Toshimasa Ebina, HUDSON SOFT

Atsushi Fukuda, Konami Digital Entertainment

Tsutomu Horikawa, Sony Computer Entertainment

Takashi Imagire, NAMCO BANDAI Games

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CEDEC2010

CESA Developers Conference

Takayuki Itagaki, AQ INTERACTIVE
Takaki Kobayashi, SmileBoom
Yutaka Koga, TECMO
Kazuhito Maejima, Gamepot
Hiroshi Matsuyama, CyberConnect2
Hideki Sahashi, HUDSON SOFT
Yukiharu Sambe, TAITO
Akira Sugiyama, OLM Digital
Keisuke Tanaka, SQUARE ENIX
Takahito Tejima, Polyphony Digital
Yoshinori Tsuchida, SQUARE ENIX
Jumpei Tsuda, KOEI
Katsunori Yamaji, Premium Agency

Observers:

Hiroyuki Kawanishi, Microsoft
Nobuyuki Matsushima, CAPCOM
Kiyoshi Shin, IGDA Japan
Takashi Umezawa, Autodesk

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