



*Suntec Singapore Hall 401  
27 – 29 May, 2011  
[www.licence2play.com.sg](http://www.licence2play.com.sg)*

## **Licence2play Presented by Lenovo**

### **FACT SHEET**

Updated as of 18 May 2011

#### **CONTENTS:**

- (A) About Licence2Play
  - i. Licence2play 2011
  - ii. Organisers
  - iii. Partners
  - iv. Set-up
- (B) Exhibition Highlights
  - i. Game Title Showcases / New Game Launches
  - ii. School Outreach
  - iii. Awards and Competitions
  - iv. 4<sup>th</sup> Annual Asiasoft Games Festival Returns With A Big Bang!
  - v. South East Asia's 1<sup>st</sup> Gran Turismo 5 (GT5) Multi-Monitor set-up by Sony
  - vi. Licence2Play Singapore Pavilion
  - vii. Exclusive Sale of Iron Man 2 and Terminator Salvation Skeleton Action Figurines
  - viii. Licence2play Café
  - ix. Licence2Play Gamer's Hunt
  - x. Come Rub shoulders with Green Lantern and Transformer 3

Appendix A – Floor Plan of the Event

Appendix B – Daily Programmes

## **A. About Licence2play 2011 presented by Lenovo**

Licence2play 2011 presented by Lenovo is the event for gaming fans and enthusiasts in the region. Claiming huge success on its first two years by exceeding visitation and participation expectations, the 3<sup>rd</sup> Licence2play raises the ante through amping up its gaming experience promise by eliminating all other non game related peripherals. This event will be a pure gaming zone!

Licence2play 2011 has under its arsenal of planned activities various programmes that focus exclusively on gaming. Our Cyberwellness campaign has successfully posted cyberwellness posters around secondary schools and is encouraging students to answer an online cyberwellness quiz. Within one week of the campaign, we have exceeded 1000 participants. The start of May marks the campus talk to 5 tertiary institutions promoting the industry of gaming as a potential career path for these students. On the event itself, the first ever gaming cosplay competition where cosplayers can only wear gaming related costumes will battle it out on an East vs. West challenge. The gaming arena will feature live competition to determine the best of players. Collectible gaming merchandise will be made available for all the kids in the family, both young and old to enjoy. All in all, Licence2play has from concept the makings of being the marquee gaming event of 2011.

Licence2play: Let's Play On!

Date: 27 to 29 May 2011 (Fri – Sun)

Time: 11am – 9pm

Venue: Suntec Singapore Hall 401

Website: [www.licence2play.com.sg](http://www.licence2play.com.sg)

Target Visitors: 150,000

### **Licence2play:**

Licence2play is an annual B2C platform and show targeting the gaming industry and communities.

As a platform the event will feature pre-event promotional build-up through both media channels AND specially programmed road shows at schools. All of the campaigns would revolve around the 3 key objectives of Licence2play which are to Engage, Educate, and Explore.

**Engage** industry stakeholders between and within each segment to create a friendly platform to promote healthy gaming & related activities.

**Educate** the community on socio-developmental, cyber wellness issues related to the gaming and trends through our comprehensive Cyber Wellness Programmes.

**Explore** the different facets of the gaming industry through interactivity from the various Licence2play programmes and activities organized.

## **Organiser:**

### About Sphere Exhibits Pte Ltd

Incorporated in April 2008 and wholly owned by Singapore Press Holdings (SPH), Sphere Exhibits, which stands for "SPH Events, Roadshows and Exhibitions", aims to be the leading lifestyle and Trade event company behind exciting and innovative fairs, shows, events and exhibitions.

Sphere Exhibits is the organiser of Licence2play, a marquee gaming event currently on its third year running. Licence2play is a business-to-consumer show targeting the gaming industry and communities. Backed by a committed and experienced team of professionals and SPH's comprehensive range of advertising platforms, Licence2play annually exceeds its visitation targets and has achieved being in the pinnacle level of gaming events in the country, bringing exponentially increasing value to its committed partners along the way.

## **Partners:**

Organizer:	Sphere Exhibits
Official Gamer PC:	Lenovo
Official Broadband Provider:	StarHub
Official Newspapers:	Digital Life The New Paper
Official Gaming Gear:	Razer
Official Beverage:	Nescafe
Official Online Media:	Gameaxis Hardware Zone
Cosplay Partner:	The Plum Project
Anchor Partner:	Asiasoft
Partner:	CIB Samsung SCOGA Sony eneloop Nintendo

**Event Set-up:**

Expect 3-days of non-stop fun, entertainment and adrenalin-pumping gaming competitions, game launches, showcases and the best in gaming PC, laptops and peripheral bargains under one roof in the 3,890sqm exhibition.

Expanding on the success of the first 2 years, Licence2play 2011 will stay true to the commitment to Engage, Educate and Entertain with a plethora of activities lined up both pre and post event.

Licence2play captures the spectrum of the gaming industry with 4 main exhibitor categories:

Gaming	Showcase of the latest in consumer games over different platforms. A wide variety of online, console and casual games for visitors to try their hands on.  Highlights include: <ul style="list-style-type: none"><li>- Official Game Launches</li><li>- Game Title showcases and updates</li><li>- Gaming Competitions</li><li>- Table Top Gaming</li><li>- Arcade</li></ul>
Game Figurines & Collectibles	Gaming Enthusiasts will be treated to a visual feast where they can view limited edition Game Character Figurines on display and even bring one home!
Cosplay	With the launch of Licence2play's cosplay competition, CosGames, this year's exhibition will host a myriad of cosplay services and merchandise. Some of which are not sold anywhere else in Singapore!
Retail	Glean the best deals in Gaming peripherals from the hardware exhibitors. Various games and game sets will also be on retail.

## **B. Licence2play Highlights**

### **i) Game Title Showcases / New Game Launches**

#### SHOWCASES:

- a. Dragon of Heaven (CiB)
- b. Super Dancer Online – Xtreme (CiB)
- c. Mission Against Terror - M.A.T(CiB)
- d. Grand Turismo 5 (Sony)
- e. Torque Racing 3D (StarHub)
- f. Aika SEA (Asiasoft)
- g. Maple SEA – Big Bang (Asiasoft)

#### LAUNCHES:

- a. Dead or Alive Dimension (Nintendo)
- b. Xuan Wu Online (Asiasoft)
- c. Planet Arkadia (Asiasoft)

### **ii) School Outreach**

#### **a. Cyber Wellness Outreach**

Sphere Exhibits, in collaboration with Singapore Cybersports and Online Gaming Association (SCOGA), The Straits Times IN, and AsiaSoft, distributed posters to Secondary Schools promoting Cyber Wellness and Healthy Gaming leading up to Licence2play.

These posters will encourage the students to participate in an online quiz. Students who participate in the quiz stand a chance of winning prizes on the lucky draw. The school with the most number of participants will receive cash prize from Licence2play to be used for the school's own cyber wellness programme. In order to ensure that they use the money well to promote Cyber Wellness, the prize includes 1hr consultation with SCOGA.

This programme was launched 4<sup>th</sup> May, prior to any advertisements released ensuring that the minds of the youth are 'Cyber Healthy' to receive Licence2play advertisements.

Licence2play Cyber Wellness Campaign is done in partnership with SCOGA, The Straits Times IN and AsiaSoft.

#### **b. Digital Life Campus Talk**

Together with the team from Digital Life, we will embark on a journey to tertiary school and universities to engage with the students on campus.

We have the Digital Life, Deputy Editor Mr Oo Gin lee, the CEO and Executive Director of B-Secure Technologies and guest Speakers from LucasArts with us.

They will share insights into a career in gaming covering topics such as 'Career in App & Game Development'.

### **iii) Awards and Competitions**

a. Digital Life Android Awards

Digital Life in collaboration with Samsung, announces a competition for the best Android application and game created in 2010. Aiming to support and improve innovativeness of developers in Singapore, the completion is an excellent opportunity for developers to display their imagination and skills.

The winner will be decided by the public via votes accumulated over a period of 3 days at Licence2play.

King of the Android will be bestowed 1 galaxy Tab, a royal mention and a rare opportunity to commercialize on Samsung Apps

b. Digital Life Android Challenge: Presented by Samsung

In the aim to promote Careers in Gaming, there will be a contest that will increase support for locally developed applications and games and at the same time, acknowledge and reward creativity and innovation in this field. This challenge will be launched at Licence2play.

Participants will develop tablet app and games using android based platform showcasing creativity and programming skills. Finalists will have their games featured on Samsung App store for the public to try and vote. Most voted on game will be the first Digital Life Android Challenge Winner.

There will be 4 categories with 3 prizes for each category

- **Best Location Based Service App:** Makes use of Location Based Service
- **Best Augmented Reality App:** Makes use of Augmented Reality
- **Best Gaming App:** Game App or makes use of gaming element
- **Most Innovative App:** App that is deemed the most innovative in the competition

This challenge is done in partnership with The Straits Times Digital Life! and presented by Samsung.

In conjunction with this Challenge, Samsung will also be holding workshops to help participants on developing Android based applications and games. The first workshop will be held on May 28 at the Samsung booth in Licence2play.

For more information, please visit [www.androidchallenge.sg](http://www.androidchallenge.sg)

c. CosGames: WORLD'S 1<sup>ST</sup> East vs. West Gaming Characters Cosplay

Licence2play has leveled up! Last year was all fun and games but this year in the Cosplay Arena, we would like to present **CosGames**. A new segment in Licence2play which will feature the World's 1<sup>st</sup> East vs West game characters

cosplay show-down! Come cosplay as your favorite East or West game character and represent their side!

CosGames will be held over the full 3 days of Licence2play. The first 2 days will feature the qualifying rounds to determine who will represent the East games and the West games. During this time, the Cosplayers will be encouraged to campaign for public voting which will be included in the judging criteria. The finals will be held on the last day of Licence2play to determine the best Game cosplayers of East and West and be the 1<sup>st</sup> CosGames Champion!

d. The New Paper Cyber Challenge

Building on the success previous years, The New Paper Cyber Challenge will be held at Licence2Play again in collaboration with Starhub, Asia Soft, and Sony. Starting 4 May, online registration can be done at [www.licence2play.com](http://www.licence2play.com) with attractive prizes to be won. Game enthusiasts will battle it out, live and with no second chances, on our gaming arena for 3 whole days. This year's TNP Cyber Challenge will be featuring online and console gaming competition for all ages.

Featured Games:

i. Sudden Attack – Online

*Sudden Attack is a game that encourages community building for friends and friendly competitiveness. In the mission mode, there will be two teams. The Silent Fox Terrorist team will be equipped with a time bomb and their objective is to successfully plant it on the designated target found in the map. They must defend it from the opposing team, United Great Force (UGF), who will try to defuse the bomb before it detonates. Targets will be highlighted on each player's radar.*

ii. Gran Turismo 5 – Console

Commonly abbreviated as **GT5**, this is the fifth edition of the Grand Turismo racing video game series. The game marks the first entry in the series with online races for 16-players. A damage model has been included with variations of damage depending on whether the vehicle falls into the "standard" or "premium" category. Over 1,000 cars, 26 different locations, and 71 different tracks are available in the game. Night racing also returns.

iii. Cabal - Online

*CABAL Online is a 3rd person 3D role playing game that will put you in a graphically vivid world of non-stop hack & slash action. Lifelike environments, ornate decorations, detailed characters, and non-stop fast action. CABAL Online's numerous intriguing quests and exciting missions weave together to form intricate plots that absorb players*

*into the story where they become the heroes. Time limited dungeons, blazing action scenes, challenging puzzles and traps keep players enthralled by the story and drive them to achieve more*

e. The Straits Times IN Interschool Gaming Tournament - GameIN

Back by popular demand! The Straits Times IN is once again organizing Game'IN, an inter-school gaming tournament. Objective of this Inter-school tournament is to promote teamwork among the students, and at the same time, raise their awareness on cyberwellness and responsible gaming.

Featured Games:

i. GetAmped

GetAmped is a 3D online fighting game jam-packed with fast and furious action! With a wide variety of equipment and the option to combine moves, there is never a dull moment in GetAmped. Enhanced with a powerful yet simple to use editing feature, GetAmped also enables players to customise their very own unique in-game characters. After playing GetAmped, you will never see fighting games in the same light ever again!

ii. RayCity

RayCity™ is a game very popular with casual gamers, car enthusiasts and fans of racing games. Step on the gears and hit the streets, feel an adrenaline rush as you race through the super-realistic urban jungles! Experience the thrill of whizzing at high speed in super fast cars while you nail quests and missions to unlock new areas and options.

iv) **4<sup>th</sup> Annual Asiasoft Games Festival Returns With A Big Bang!**

The Asiasoft Games Festival ("ASGF"), the annual gaming carnival held by Asiasoft Online ("Asiasoft"), is back for the fourth year running at Licence2Play!

Headlining ASGF 2011 is the unveiling of a brand new MapleSEA with the launch of the Big Bang patch! It is one of the most anxiously anticipated content releases for Maplers as the Big Bang patch promises to change the entire MapleSEA game-play experience for the better.

Additionally, MapleSEA will also be celebrating its 6<sup>th</sup> Anniversary at ASGF 2011, and Maplers can expect lots of fun, interactive and entertaining activities for friends and families over the three days. Not only will they be able to participate in mini booth contests, there will be exclusive sales promotions for gamers to enjoy and exclusive game premiums for them to win!

Another highlight of ASGF2011 is the celebration party for AIKASEA fans. AIKASEA is a free-to-play 3D MMORPG with a plethora of Player versus Player modes for bloodthirsty gamers to enjoy.

Two brand new game titles that will be making a special appearance at ASGF 2011 are XW Online (Xuan Wu Online) and Planet Arkadia. Gamers who visit the Asiasoft booth will get a first look at what these games have in store for them, with exclusive game demo stations and trailers on showcase.

XW Online is a free-to-play 3D MMORPG that adopts console-style game play, allowing players to execute stylish martial arts, immerse themselves in an enchanting storyline while they pursue their ultimate mission of saving Princess Snow! This game will be launched in dual languages without compromising the quality of the game experience for both Chinese and English speaking players.

Planet Arkadia is a free-to-play, sci-fi MMORPG set within the Entropia Universe. The game centres on Treasure Hunting and has a real cash economy pegged to the US Dollar. Enterprising gamers can become real life traders through the game, with the legal trading of game items for the generation of real cash! Come celebrate the launch of Planet Arkadia's arrival to our shores on day 2 of our event.

Asiasoft will also be unveiling a freshly revamped PlayPark.net, the new social portal for all Asiasoft gamers! In this newly improved PlayPark, players can socialise through the new chat room functions. Current Asiasoft and PlayPark forums will also be merged onto the portal, expanding the social interaction opportunities for gamers through one unified forum. In addition, there will be many freebies for players to win on a daily basis. A new section called MiniPlay enhances the social aspect of PlayPark, whereby players can create their own profiles, upload their photos, or even download wallpapers of Asiasoft games. Other than that, players can also look forward to opportunities for gatherings and outings to meet other Asiasoft players. The new PlayPark will be revealed during ASGF2011

v) **South East Asia's 1<sup>st</sup> Gran Turismo 5 (GT5) Multi-Monitor set-up by Sony**

Be the first in South East Asia to see and experience an ultimate gaming sensation with the Multi-Monitor 5-Screen set-up featuring Gran Turismo 5! The multi-monitor feature allows you to display the race screen of PlayStation®3 (PS3), Gran Turismo 5 on a wide display environment connecting multiple monitors together.

To use the multi-monitor feature, the same number of PS3™ units and copy of Gran Turismo 5 as the number of monitors. All PS3™ systems running Gran Turismo 5 must be updated to the latest version of the game. The PS3™ systems that run the multi-monitor setup must be connected through LAN, connected together through a high speed switching hub.

At the Sony booth, visitors will also be able to try out the latest in PS3 game titles.

vi) **Licence2Play Singapore Pavilion**

In our aim to promote the local gaming industry, Licence2play will feature local game and application developers. Their programmes will be showcased for viewing and testing.

Win yourself a prize from our sure win spin the wheel when you show your support for our home grown companies!

Companies in the Singapore Pavilion include:

**Activate Interactive Pte Ltd**

Activate was founded 1997 in Singapore, and currently has offices in Singapore, Malaysia and Beijing. Armed with award winning cross-platform game technology, they have developed more than 100 successful games for PC, mobile and TV. Social games such as “[Fish a Fish](#)” and “[Jovi Bears](#)” on Facebook have attracted millions of players worldwide, and they have also developed numerous successful games and virtual communities for clients including Disney, Lenovo, Levis, Microsoft, MTV, Samsung, SingTel and Sony, among many others. Upcoming projects include browser-based MMORPGs, social games and iPhone/iPad multiplayer games.

**M1**

**M1** plays a leading role in the Singapore telecom market, delivering high quality, excellent value and innovative services to customers. Within the Singapore Pavillion, M1 will be showcasing the M1 App store. App store designed for all platforms. The appstore has both free and paid apps, ranging from games, entertainment, social networking, to utilities. M1 is also offering developers cash, revenue share deals and other incentives to help developers commercialize their applications. They hope to attract more developers to join in growing the M1 AppStore into a significant center for content development.

Check it out at <http://appstore.m1.com.sg/>

**Mobile Alliance**

The Mobile Alliance is an industry-led initiative aiming to provide its members with a platform to more effectively brand themselves in the international marketplace. Mobile Alliances provides members the ability to engage pro-actively in innovative R&D, invest in training and collaborate by sharing resources and competencies.

The organization acts as an umbrella platform that will support the growth of the Mobile Software and Applications Industry in Singapore and raise the overall profile and branding of Singapore as an innovative and world-class Mobile Centre of Excellence. It will work with existing platforms to coordinate strategic initiatives that will benefit the sector as a whole and address gaps in the current ecosystem.

**XYZ Wave Pte Ltd**

XYZ Wave Private Limited is your “*friendly gesture-based interaction*” company. We leverage on the creative use of **3-D Gesture Recognition, Augmented Reality and Video Gaming** technologies to help our clients and partners to design and deliver immersive user experience that connect and engage their customers effectively. For more details, please check out [www.xyz.com.sg](http://www.xyz.com.sg) and more...

**vii) Exclusive Sale of Iron Man 2 and Terminator Salvation Skeleton Action Figurines**

Game enthusiasts, cosplayers, family units, and kids of all ages will be able to see, feel, and bring home collectible merchandise of their favorite characters. Much anticipated by toy collectors and toy enthusiasts alike, Toy Carnival (by Falcon's Hangar) will bring together 12 exhibitors, including Action City, selling the latest toys, comics, cards & collectibles from the latest games, anime, and movies.

New and exclusive toy collectibles will be launched and sold exclusively on Licence2play! Falcon's Hangar will also be having exclusive sale of Iron Man 2 and Terminator Salvation skeleton Action Figurines. They will also be distributing free comics periodically.

**viii) Licence2play Café**

Sphere Exhibits partners with Nestle in promoting healthy gaming by first being healthy. A selection of cold beverages and confectionery such as a FREE cup of NESCAFE® coffee & enjoy delicious Nestlé Snacks such as KIT KAT®, UNCLE TOBYS® and MILO® Cereal Bars will be distributed to visitors to encourage them to take a break every now and then from their gaming, cosplaying, shopping, and booth hopping.

To further promote the vibe of the exhibition, the Café will be decorated with an open lounge concept and the food and beverages will be served by cosplaying butlers and maids.

What's more, there will also be a Nescafe Ultimate Fighter Challenge! Come defeat Singapore's top Street Fighter pros and stand a chance to win a MacBook Air 11" 64GB and other attractive prizes.

**ix) Licence2play Gamer's Hunt**

For the first time on Licence2Play, visitors will be receiving limited edition Licence2play quest cards which will give them access to participate in specific booth activities. Complete the quests and receive freebies. Completed Quests cards are eligible for Lucky draw. Daily lucky draws will be held daily, and participants can stand to win fantastic prizes such as a Lenovo IdeaPad™ S10-3s Laptop daily.

**x) Rub shoulders with Green Lantern and Transformer 3**

Fans of Green Lantern and Transformer 3 will be able to have their picture taken with their favourite movie characters. Licence2Play will be working with Movie Mania, a movie character talent and fan club, event organiser who loves the big screen to bring in start characters to grace the event over the 3 days! There will also be a wide display of costumes of iconic superheroes, super-villains and other memorable characters for visitors to live their dreams of meeting their stars face to face.