

# The Future of Japanese Gaming

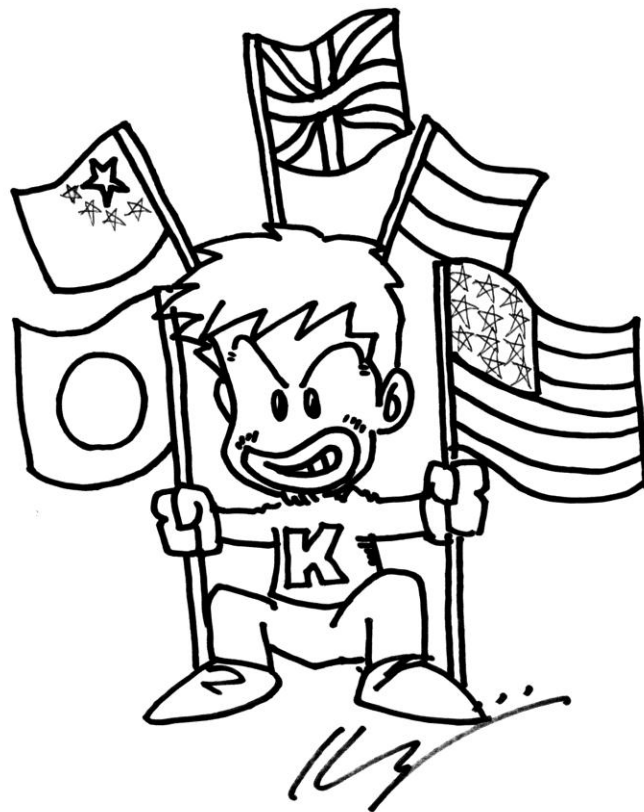
**Keiji Inafune**  
CEO, comcept.Inc

JAPAN

"GAME OVER"



Strived to develop  
games with global  
audience and vision  
in mind.



What's missing?

Conscious and  
desire to want to  
"WIN"

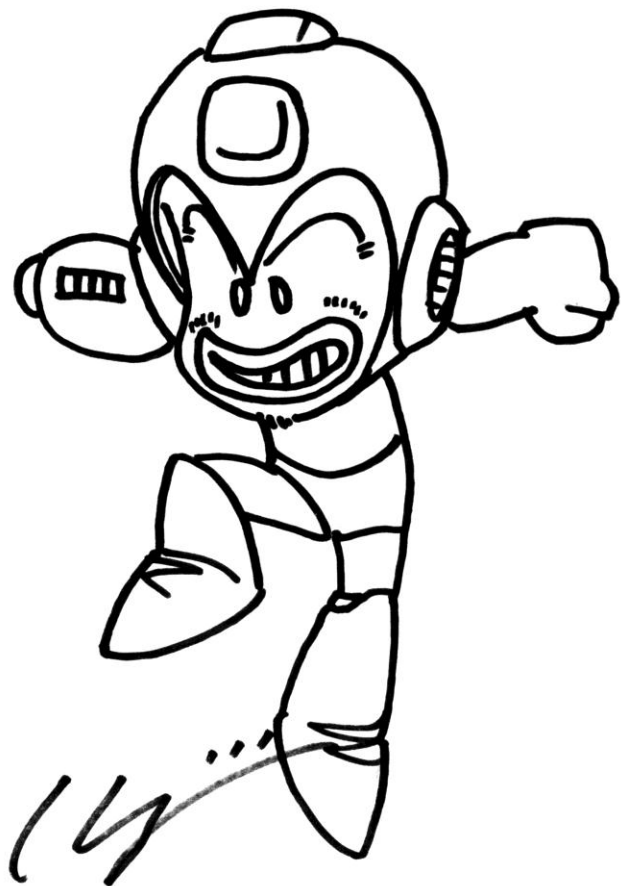




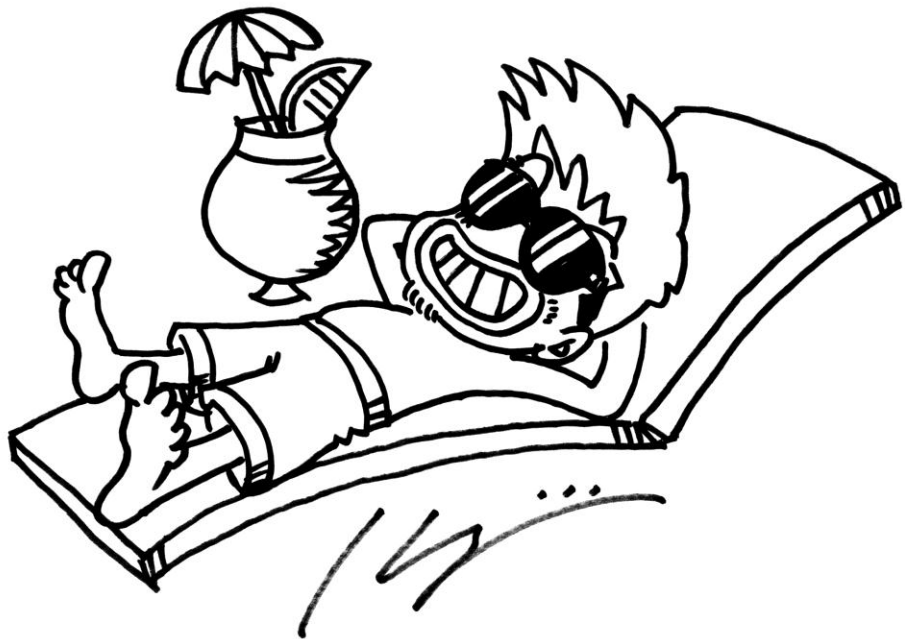
In order to “WIN”  
first you must  
acknowledge your  
“loss” and prepare  
to “start over”  
again.

Japanese games are  
“a blast from the past”





“Mega Man”



Being too easy on  
ourselves

Life is hard – once  
you learn the easy  
route, you'll never go  
back



Establishing a “brand”

Not relying too much  
on that “brand”

COMCEPT



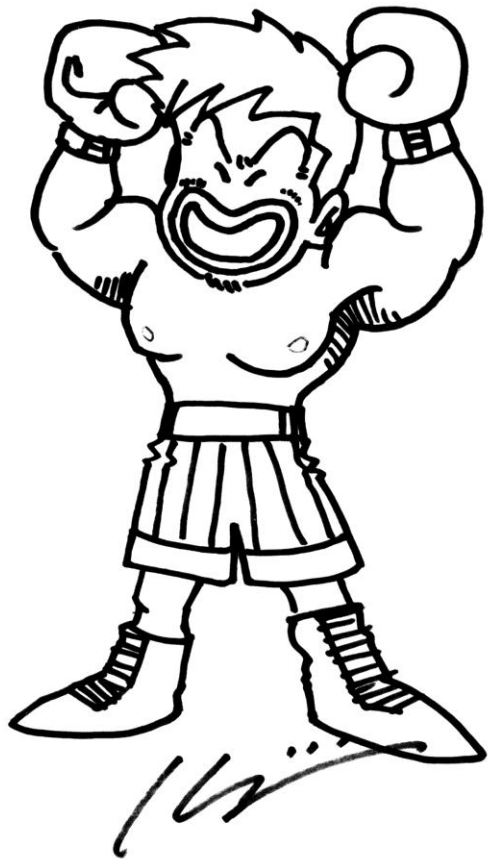


Creations that  
measured up to  
global standards  
were crafted by our  
predecessors.

“Japanese games  
are over”

Act before it's too  
late.



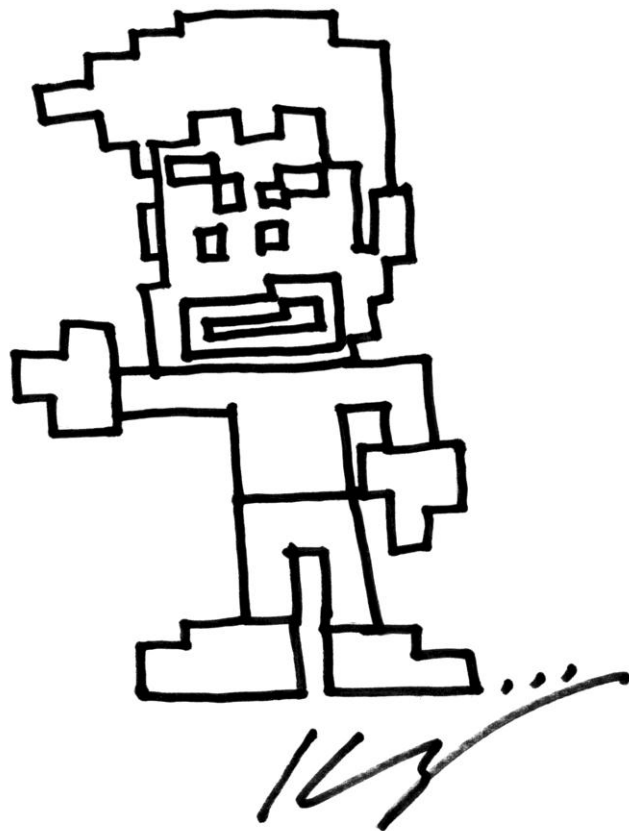


It shouldn't be that  
complicated.  
Do you want to win?  
Do you want to  
succeed?

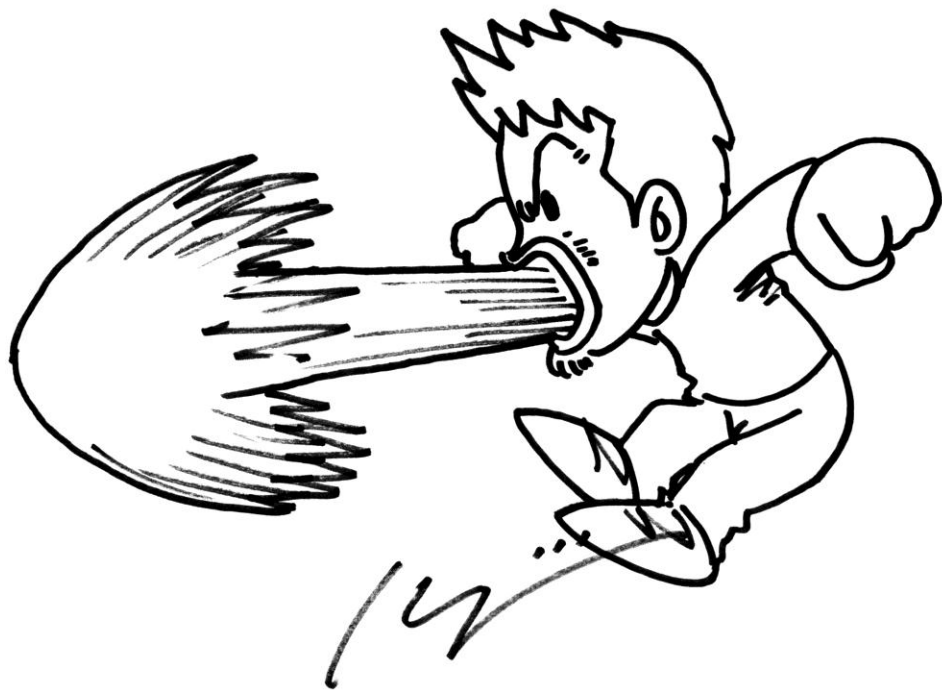
Life is full of  
choices.  
Easy or difficult?  
Selecting “easy”  
all the way isn’t as  
exciting.



Back to the basics.



The desire to  
WIN is  
necessary in all  
parts of Japan,  
not just  
videogames.



I promise  
to introduce a  
new “hero”  
from Japan.

