



EVENT HIGHLIGHTS

Singapore Expo Hall 6B
28 – 30 May 2010
11am – 9pm daily
www.licence2play.com.sg

Co-organiser:

- SCOGA - (Singapore) Cybersports & Online Gaming Association

Official Newspaper:

- The New Paper

Official Gaming Magazine:

- GameAxis
- HardwareMag

Official Online Portal:

- GameAxis.com
- HardwareZone.com

Anchor Partner:

- Infocomm Asia Holdings (IAH)

Official Broadband Access Provider:

- Starhub

Official Gamer PC:

- Lenovo
- Intel

Official Gaming Gear Partner:

- Razer Pte Ltd

Official Prepaid Card:

- FEVO

Partner:

- Asiasoft Online
- Falcon's Hangar
- Movie Mania

Sponsor:

- Energizer
- Seagate

(D) Event Highlights:

1. New Game Launches

i) Launch of Counter-Strike Online by Infocomm Asia Holdings (IAH)

Counter-Strike Online represents a fresh update to an old Local Area Network (LAN) favourite. The new additions include massively multiplayer online role-playing game (MMORPG) elements such as character levelling and leaderboard rankings. This allows players to witness their game characters grow as they play the game, a feature absent in previous Counter-Strike games. By merging these MMORPG elements while retaining the polished feel of the classic Counter-Strike, Counter-Strike Online promises to be a fan favourite.

Furthermore, NEXON Corporation representatives from Korea will be at Licence2Play for interview sessions. NEXON Corporation is the developer of Counter-Strike Online and its representatives are well placed to provide insights on game development in the online gaming industry.

ii) Asiasoft @Global presents Official Launch of Requiem:Alive (M18)

Asiasoft set up @Global Games to provide a platform for specially localized games catering to the South East Asian players. Players on @Global Games will be able to play on a unified game server which neglects the restrictions such as IP blocks and lack of game support.

The objective of @Global Games in 2010 is to build a strong community of gamers across South East Asia, regardless of race or culture and to set the stage for Asiasoft's regional business partners to strategically cater and reach out to customers in South East Asia, through @Global Games games.

As part of the launch of "Requiem:Alive", @Global Games has prepared a plethora of goodies for their gamers:

- a) Free in-game item to new Requiem:Alive sign-ups and existing players
- b) Free in-game items for purchase of 10k or 30k @Cash - On top of the free in-game items given, players that use GX Credits TOP UP for additional purchases of @Cash to a minimum amount of 20k @Cash will be given an in-game pet available for 7 days.
- c) Requiem:Alive Sure-win Lucky Dip

Players that purchase more than 30k @Cash will be entitled to a sure-win lucky dip where they will stand to win attractive game premiums like T-shirts, Caps, Mouse Pads, FlashDrives or in-game items.

About Requem:Alive (Rated +18 Mature) is a free-to-play MMORPG (Massively Multiplayer Online Role-playing Game) with unending strings of intriguing quests, major boss fights in and out of instance dungeons, massive guild wars, player vs. player system, weapon enhancement system, beast possession system, which allows the player to transform into an enormous ferocious beast, and a never seen before DNA System that allows players to have full control over the evolution of their characters, creating a world whereby every character is absolutely unique.

Requem: Alive is also known as the most horrifying and Bloodiest MMORPG ever made, a title that no MMORPG to date has been able to challenge. This is a game that is definitely not the faint-hearted, with its promises of copious amounts of blood and body parts to splatter across the screen during gameplay.

2. Game Title Showcases

i) One Asia Gaming – presented by IAHGames

About One Asia Gaming - One Asia Gaming is the successor to last year's successful One Asia Cup held at Games Convention Asia where participants from Vietnam, Thailand, Malaysia and Singapore competed against one another on the EA SPORTSTM FIFA Online 2 game.

One Asia Gaming is IAHGames' way of thanking its gamers as well as providing them with a platform for the gaming community to interact.

Its name stems from IAHGames' unique "One Market, One Asia" strategy that offers developers and publishers a one-stop distribution service for multiple countries in the region.

a) Animal Kaiser Challenge @ Licence2Play

Animal Kaiser, a popular Arcade Card Battle game will hold daily two-hour challenges at One Asia Gaming. Participants will compete against each other in a "winner stays, loser out" format. The winner of each match gets to keep playing while the loser has to rejoin the queue. Participants will be awarded a crown for each win and at the end of the two hours; the participant with the most crowns will receive a complete collection of Animal Kaiser Version 3 cards. The registration fee for the daily challenge is \$5 and participants get to play for free during the challenge.

b) Granado Espada & Dragonica – New patch release at L2P and Charity Auction

IAHGame staples, Dragonica and Granado Espada, both have patch updates to announce at One Asia Gaming Fest.

Dragonica's patch will include the long-awaited fourth job upgrade. Players now get rested Experience Points when they log out at Port of Winds as well. Other additions include new pets, an increased level cap, new weapons, a wedding system and a new in-game area called Paris Dungeon.

Granado Espada's new patch c4.5 offers a revamped tutorial system, and new non-player characters (NPCs) to recruit. Other in-game improvements include new raids and guests to join, and new weapons, armour, items to obtain.

In addition to patch updates, both Dragonica and Granado Espada will be holding charity auctions. Rare in-game items will be auctioned in aid of the Association for Persons with Special Needs (APSN). Granado Espada auctioned off a suit of armour for \$1,500 at its last charity auction, making that amount the target to beat.

c) EA SPORTS™ FIFA Online 2 Showcase and promotion

One Asia Gaming will play host to the announcement of the 2010 FIFA world Cup game mode for EA Sports™ FIFA Online 2. Players will be able to select from 199 national teams including all 32 teams pking in this year's World Cup. The game mode also allows players to either play through the actual real-life line-up of 32 teams in their own virtual version of the World Cup.

About IAHGames - A leading publisher, operator and distributor of interactive entertainment. The company currently operates award-winning titles including EA SPORTS™ FIFA Online 2, Granado Espada, Dragonica and distributes Take Two interactive products such as Grand Theft Auto IV™ and the NBA@2K series. One of the first online games companies in the world to receive ISO 9001: 2000 certification for "Distribution and Operation of Online Games," IAHGames executes an unique "One Market, One Asia" strategy that offers developers and publishers a one-stop distribution service for multiple countries.

ii) Playpark presents RayCity

Visitors to Licence2Play will be able to try their hands on the recently launched RayCity and win attractive premiums while at it!

Developed by EA Seoul Studio and published by Asiasoft Online in Singapore, RayCity is the first English service of this popular MMO racing game. In RayCity, gamers can savor a new approach to racing with the added dimension of MMORPG features such as character leveling, unlockable maps, photorealistic graphics, engaging quests and interesting Non-playing Characters (NPCs).

Having already captured over 15 million gamers in Asia, RayCity's wacky and over the top gameplay will put a twist on conventional racing, while its plethora of customisations will allow for an endless pimping of in-game rides!

To reward RayCity's players, anyone to sign up on Playpark or purchase a min 10k pre-paid card will receive exclusive mystery in-game items up to the additional value of \$8!

3. Competitions at Licence2Play

i) The New Paper Cyber Challenge, in collaboration with GameAxis

Building on the success of the year before, The New Paper Cyber Challenge will be held at Licence2Play again in collaboration with GameAxis, and Infocomm Asia Holdings (IAH). Starting 10 May, online registration can be done at www.licence2play.com with attractive prizes total worth more than \$10k to be won.

Competition registrations are free and each player will receive an exclusive goodie bag by IAH!

The game titles to be challenged are: Counter-Strike Online, Dragonica Online and EA SPORTS™ FIFA Online 2.

Counter-Strike Online (5v5)

The popular first person shooting game is back and enhanced for the Asian market. Counter-Strike Online features new game play modes like Deathmatch mode & Team Deathmatch, new maps and weapons not available in its predecessor.

Prizes:

1st	Cash	\$750
	5 x GameAxis 12-Mth Subscription	\$300
	5 x TNP 6-Mth Subscription	\$600
	5 x Razer DeathAdder Gaming Mouse	\$500
	5 x Energizer Battery Re- chargeable Pack	\$175
2nd	Cash	\$400
	5 x Razer DeathAdder Gaming Mouse	\$500
	5 x Energizer Battery Re- chargeable Pack	\$175
3rd	Cash	\$200
	5 x Razer DeathAdder Gaming Mouse	\$500
	5 x Energizer Battery Re- chargeable Pack	\$175

Dragonica Online(5v5)

Dragonica is a MMORPG launched by IAH in 2009. Take on the role of any of the 4 Dragonica character classes - Warrior, Magician, Archer or Thief and explore the magical world of Dragonica, with multitudes of quests and interesting landscapes across the map.

Prizes:

1st	Cash	\$750
	5 x GameAxis 12-Mth Subscription	\$300
	5 x TNP 6-Mth Subscription	\$600
	5 x Razer DeathAdder Gaming Mouse	\$500
	5 x Energizer Battery Re- chargeable Pack	\$175
2nd	Cash	\$400
	5 x Razer DeathAdder Gaming Mouse	\$500
	5 x Energizer Battery Re-	\$175

chargeable Pack

3rd	Cash	\$200
	5 x Razer DeathAdder Gaming Mouse	\$500
	5 x Energizer Battery Re-chargeable Pack	\$175

Score with nEbO, powered by EA SPORTS™ FIFA Online 2 (1v1)

Teaming up with youth lifestyle community, nEbO, the winner of the “Score with nEbO” tournament at Licence2Play will go on an all-expenses paid trip to South Korea to take part in the 2010 Hyundai Motor Cup EA SPORTS™ FIFA Online 2 Championships. With a total prize purse that promises to be bigger than that of 2009, which gave away a Hyundai Verna and USD20,000, the 2010 Hyundai motor Cup EA SPORTS™ FIFA Online 2 Championships will be the biggest yet.

Prizes:

1st	Qualification Slot to 2010 Hyundai Motor Cup EA Sports FIFA Online 2 Championship Grand Finals	-
	All expenses-paid trip to Busan, Korea (Airfare & Accomodation for 2 nights only)	\$2,000
	Cash	\$150
	1 x GameAxis 12-Mth Subscription	\$60
	1 x TNP 6-Mth Subscription	\$120
	1 x Razer Arctosa Keyboard	\$79
	1 x Razer Goliathus Mousepad	\$28
	1 x Razer Carcharias Gaming Headset	\$129
	1 x Rzaer Salmosa Mouse	\$59
	1 x Energizer Battery Re-chargeable Pack	\$35
2nd	Cash	\$100
	1 x Razer Mako 2.1 Speaker System	\$629
	1 x Razer Arctosa Keyboard	\$79
	1 x Razer Goliathus Mousepad	\$28
	1 x Razer Carcharias Gaming Headset	\$129
	1 x Rzaer Salmosa Mouse	\$59
	1 x Energizer Battery Re-chargeable Pack	\$35
3rd	Cash	\$50

1 x Razer Arctosa Keyboard	\$79
1 x Razer Goliathus Mousepad	\$28
1 x Razer Carcharias Gaming Headset	\$129
1 x Razer Salmosa Mouse	\$59
1 x Energizer Battery Re-chargeable Pack	\$35

ii) Seagate PC Challenge

Here's a chance to win a Gaming PC with one of the best assembled hardware specs! Seagate has put together a high-speed quality Gaming PC for their readers.

Participants simply need to email to l2p@sphere.com.sg a 150 word paragraph telling us why they should win the Seagate PC. The PC will also be on display at The Seagate Power Zone where visitors to the show can test for themselves the prowess of the Seagate Barracuda XT – the world's fastest, largest capacity mainstream desktop hard drive.

More on Seagate Barracuda XT:

Capacity and performance are the defining attributes of hard drives for PC gamers. The Barracuda XT drive is the world's fastest, largest capacity mainstream desktop hard drive. Key features and benefits include:

- A massive 2TB of capacity provides plenty of room for downloading today's space-hungry PC games or up to 45 hours of 1080i, HD-DVPRO-encoded high-definition video.
- A 7200RPM platform complements high capacity, delivering a powerful combination of extreme storage and top-end desktop performance
- A 64MB cache optimizes burst performance and reduces data throughput bottlenecks
- The SATA 6Gb/s interface enables the use of the industry's newest and fastest hard drive controllers while providing backward compatibility to legacy SATA 1.5Gb/s or 3Gb/s systems.
- Optimize performance with Windows partitioning software – Users can optimize the drive configuration and tune for capacity for performance or both for the ultimate in customer choice and control.

iii) Health Promotion Board – Live it Up! Game Development Challenge

Presented by Health Promotion Board

Co-organised by Singapore Computer Society & Sphere Exhibits

'Live it Up' Game Development Challenge is a Facebook Flash game development competition that endeavours to engage youths from Polytechnics and other Institutes of Higher Learning to develop socially

engaging games based on Health Promotion Board's Anti-Smoking Campaign.

The challenge is not only in creating a consumer friendly flash game that engages the audience, but also in the team's thought processes in integrating into a real-world Campaign – Anti-Tobacco Campaign “Live it Up Without Lighting Up”.

At registration closing, there are a total of 38 teams (107 students) who took up the challenge. The two Polytechnics with the most teams is Singapore Polytechnic with 15 teams, followed closely by Nanyang Polytechnics with 13 teams. The remainder teams come from Ngee Ann Polytechnic, SIM, SMU, NTU and NUS.

Students are required to present their game concept on 17 May to a panel of judges from Health Promotion Board and Singapore Computer Society. The top 5 teams will have the chance to have their games developed further and used in HPB's campaign.

Prizes:

1st – 3 x Gaming Laptop

4 Finalists – Razer Gaming bundle worth \$200 for each member

All other participants will receive gaming goodie bag from Razer worth \$50.

The winning games will also be uploaded to Health Promotion Board's website – www.breathe.sg for a period of a year, till the next Anti-Tobacco campaign. Health Promotion Board reserves the right to use the finalists' games for their campaign and to commission the teams to further develop the game over the course of 1 year.

iv) ST-IN Interschool Gaming Tournament - GameIN

Back by popular demand, The Straits Times IN is organising GameIN, an inter-school gaming tournament for the second year running. 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.

In the second year running, ST “GameIN” will feature games from Co-organizer, Asiasoft Online Pte Ltd - Audition and RayCity.

4. Toy Carnival @ Licence2Play & Movie Mania Showcase

Toy Carnival @ L2P brings another dimension to the theme of play to Licence2Play by deviating from the digital platform predominant in the show. Much anticipated by toy collectors and toy enthusiasts alike, Toy Carnival will bring together 12 exhibitors selling the latest toys, comics, cards & collectibles from the latest anime & movies; featuring items from brands like Bandai, Takara Tomy, Hot Toys, Enterbay, Sideshow & DID.

Movie Mania, as a partner of Licence2Play will be showcasing their highly detailed, movie costumers and have popular characters mingle with the crowd at Licence2Play. Expect a visual feast with the Movie Mania showcase on the stage as well as they perform and bring to life, skits from memorable movies.

About Falcon's Hangar - In the collectible toys business since 1996, The Falcon's Hangar started out as a flea market store selling collectible toys every Sunday to local collectors. Today, the company is a diversified store & wholesaler carrying products such as Transformers, Star Wars, Gundam, Macross, Hot Toys, 12" Military Figures etc, serving a wide base of toy collectors in Singapore & overseas via various retail and web-based channels.

About Movie Mania - Set up by fervent fans of movies & TV shows, Movie Mania specializes in recreating highly detailed costumes and personas of iconic superheroes, supervillians and other memorable characters. Movie Mania also teaches people how to make costumes & props, do movie reviews, selected rentals, make fan films and help create awareness on the magic of movies!

Other Programmes at Licence2Play

i) Gesture-based interaction games with XYZ Wave Pte Ltd

XYZ Wave Pte Ltd leverages on the creative application of 3-D Gesture Recognition, Augmented Reality and Video Gaming technologies to design and deliver immersive user experience in the games they create.

At Licence2Play, they will showcase their two latest casual game collaborations in promotion of family gaming fun and entertainment – “Let's Recycle” and “Project GGGoal”.

Lets Recycle was recently released on March and designed to educate the public about the importance of recycling by the use of fun and interactive educational mini games.

Project GGGoal is a gesture-based game created by XYZ Wave Pte Ltd in collaboration with E2Max for the upcoming World Cup 2010 event.

About XYZ Wave Pte Ltd is a friendly gesture-based interaction company. It leverages on the creative use of 3-D Gesture Recognition, Augmented Reality and Video Gaming technologies to help clients and partners design and deliver immersive user experience that connect and engage their customers effectively.

XYZ Wave is a fresh start-up with the vision to design and develop gesture-based interaction solutions for the out-of-home (OOH) market.

5. Cyberwellness Exhibition by SCOGA

Using Licence2Play as a platform to reach out to local gaming communities and family units, SCOGA has several initiatives to promote Cyberwellness, eSports and other social value takeaways.

i) Cyberwellness Exhibition

SCOGA brings its Cyberwellness Exhibition to Licence2Play in promotion of a better gaming climate. The Cyberwellness Exhibition targets the gaming community, in particular family units in spreading awareness of positive gaming habits and vices like – Gaming Addiction, Cybercrime etc.

ii) Game2Read: “Play the game, Read the book!”

What better way to indulge in the fantastical world of gaming than to find out more by reading its books? Supported by National Library Board and part of the National Reading campaign – READ! Singapore, gaming enthusiasts are encouraged to pick up the book title of their favourite games like World of Warcraft, Halo, Tom Clancy’s Splinter Cell and more. Game related book titles will be on display at Licence2Play and available for loan by gamers.

These initiatives are supported by Health Promotion board, National Crime Prevention Council and National Library Board.

6. Gaming Hardware, Peripherals and Electronics Highlights @ Licence2Play

i) Lenovo collaborates with Intel at Licence2Play

Lenovo and Intel are collaborating for the first time to showcase the Y550P at Licence2Play. The IdeaPad Y550P runs on the latest Intel Core i5 processor as the choice notebook for today’s mainstream gamers.

All the gaming Laptops used in Licence2Play TNP Cyberchallenge area as well as IAH Games booth will be Lenovo’s IdeaPad Y550P.

Lenovo Laptops – For Work and especially for Play

Lenovo launched their very own Idea consumer products only two years ago, and today, it has become a respected brand, marked by its growing presence in the gaming community.

Lenovo's recent launches of the Lenovo IdeaPad Y460 – the ultimate gaming notebook – and the Lenovo IdeaCentre B500 – the high performing multimedia All-in-One desktop – showcase the company's innovative multimedia tools that aim at enhancing users' entertainment experience. Lenovo's partnership with Asiasoft Corporation Pte Ltd, the largest game operator in South-East Asia, further proves its steadfast efforts in carving a niche for themselves in the consumer PC market.

Lenovo IdeaPad Y460: Turn up the dial on entertainment and performance with Lenovo's newest entertainment notebook powered by the latest Intel® Core™ i5 processor. The Lenovo IdeaPad Y460 comes with JBL-designed speakers and Dolby® Home Theater™ surround sound – perfect for enjoying music and movies. Its built-in Switchable Graphics will allow you to further extend battery life by toggling between performance and energy-efficient modes; and its Ambient Light Sensor automatically adjusts the PC screen brightness based on your distance from the display, promising you a seamless gaming experience.

Lenovo IdeaCentre B500: Serious gamers and multimedia users rejoice as the Lenovo IdeaCentre B500 is here to fulfill your appetite for movies, games, music and all things fun! The IdeaCentre B500 is a high performance All-in-One (AIO) desktop featuring a large 23-inch Full HD screen and JBL-brand integrated speakers for a quality viewing experience. Powered by Intel® Core™2 Quad processor, and packed with powerful discrete graphics, and 1TB HDD storage space, there will never be a dull moment with this reliable AIO companion.

ii) **3D Gaming Experience by Samsung 3D**

Samsung leads the foray into 3D technology with the introduction of the first ever 3D gaming experience.

With the recent launch of the 3D TVs, Samsung has collaborated with Audio House ups the experience another notch with the introduction and showcase of 3D gaming at Licence2Play. This is also the first time any consumer can experience full fledged 3D gaming experience at any electronics and gaming fair.

The Samsung proprietary 2D-to-3D engine allows the conversion of 2D high-resolution video content into 3D, including those of most console games such as the Xbox360 Elite, allowing for greater gaming realism and an enhanced, more immersive gaming experience. The 2D-to-3D technology estimates depth maps by analyzing the perspective of each

object based on the focus level of 2D images, and created binocular stereoscopic images based on the depth information. All that required is a HDMI cable to be connected from the gaming console directly to into the Samsung 3DTV.

Racing games such as Forza 3, sports games such as Winning Eleven, and role-playing games such as DragonAge:Origins render best into 3D.

iii) Razer Gaming Gear Promotional Deal

Razer's tagline prominently communicates their commitment as the top end premium gaming gear company "For Gamers. By Gamers™."

Designed with gaming enthusiasts in mind, Razer's commitment to gaming excellence is eminent in their active participation in gaming events and emphasis on product innovation and development – Licence2Play being one such event.

Razer has sponsored all the gaming gears used in Licence2Play – Mouse, Mousepad, Headsets, Keyboards. All these items will be offered at a special promotional rate at 30% off to visitors of Licence2Play.

iv) Gadgets Galore at Licence2Play with Audiohouse

There's never a good time to splurge on the latest electronics and gadgets like high definition plasma TVs, gaming PCs, peripherals and more. Be spoilt for choice with full range of electronics going at below wholesale prices and irresistible freebies!

Unbeatable Electronics deals:

- 42" HDTV from \$499 + free video camera worth \$399
- Netbook from \$399 + free LG handphone worth \$199 (no contract)
- Japan branded digital camera from \$59 + free Flashdrive worth \$39

There are also a large range of 3D products such as 3D TVs, digital cameras, photo viewers, blu-ray players available.

Shoppers will also stand to win free gifts worth up to \$399 on top of their purchased items.

v) Green Gaming, powered by Energizer

With the rapid development of the Gaming industry and the increasing use of digital media, global trends are demanding for higher sustainability for portable power resources to incorporate green technologies, improve efficiency and to reduce wastage.

Energizer has taken the forefront of the green energy revolution through constant innovation and investments in research and development. Energizer Max Power Seal which locks in the power will now last longer, lithium batteries - already the World's longest lasting will now last even longer (680 vs 600 shots previously) and look out for Energizer's new smart battery charger with really cool features like a count-down timer telling you how long more it takes to charge batteries fully and a fuel gauge to tell you how much 'juice' is left. This is just the beginning. Energizer – leading today, redefining tomorrow.

As a sponsor of Licence2Play and TNP Cyberchallenge, Energizer will provide winners of TNP Cyberchallenge with their latest re-chargeable battery sets.