

MCV
SHOW PREVIEW

Com inside

In just a few weeks Europe's leading publishers, developers and the media - not to mention thousands of consumers - will descend on Cologne for the inaugural Gamescom. **MCV** provides an extensive guide to what you will see in Germany's latest games showcase...



gamescom

GAMESCOM: EVENT DETAILS

Conventional thinking

The premier European games consumer and trade show is finally here, and **MCV** provides you with the essential information you'll need to survive the five-day video game extravaganza...

THE INAUGURAL Gamescom in Cologne is a five-day games expo for consumers and trade. Along with a mix of festival-style events, the show consists of content for both trade and non-trade attendees with dedicated entertainment, conference and business areas.

The exhibition centre consists of 11 halls with 284,000 square meters of potential exhibition space, four

entrances via the boulevard, a sizeable outdoor area, more than 60 meeting rooms, two modern press centres and a spacious VIP area.

In terms of layout, halls four and five are reserved for trade partners and businesses (*see right*), meanwhile halls six through nine are set aside for the entertainment areas, with 80,000 square metres of exhibition space. All of which is connected through the

boulevard, which features food and non-food shops, a bank, a travel agency, telecommunications services including wireless LAN hotspots, a postal service and parcel delivery.

Cologne itself is a beautiful city, with plenty of places to visit, explore, drink and eat, and can be reached via rail, road and air, with a train stop right outside of the fair. Check below and right for all the details you'll need.



GAMESCOM: THE FACTS

DATES

Wednesday, August 19th to Sunday, August 23rd

(August 19th is a day for trade visitors and the media only; event opens to the public on the Thursday; business area will be closed on the Sunday.)

ORGANISER:

Koelnmesse, Cologne, Germany.

LOCATION:

Cologne Exhibition Centre.

OPENING HOURS:

The business area is open every day from 9am to 7pm; exhibitors can access the entertainment showfloor an hour before and after its usual hours of 10am to 8pm.

Gamescom Business Area:

Designed as a place for retailers, publishers, service companies and developers to do business.

Gamescom Entertainment Area:

An E3-like showcase of upcoming product designed for both trade and consumer visitors. The organisers promise 'jaw-dropping indoor and outdoor performances'. Individual gaming zones for specific genres such as sports, lifestyle, action and e-sports also 'make this trade fair unique'.

Gamescom Festival: Runs from Friday, August 21st to Sunday, August 23rd. Starting with a music concert, the festival will stretch beyond the exhibition centre to include a number of different events to showcase the culture and variety of gaming.

Gamescom Conference Programme:

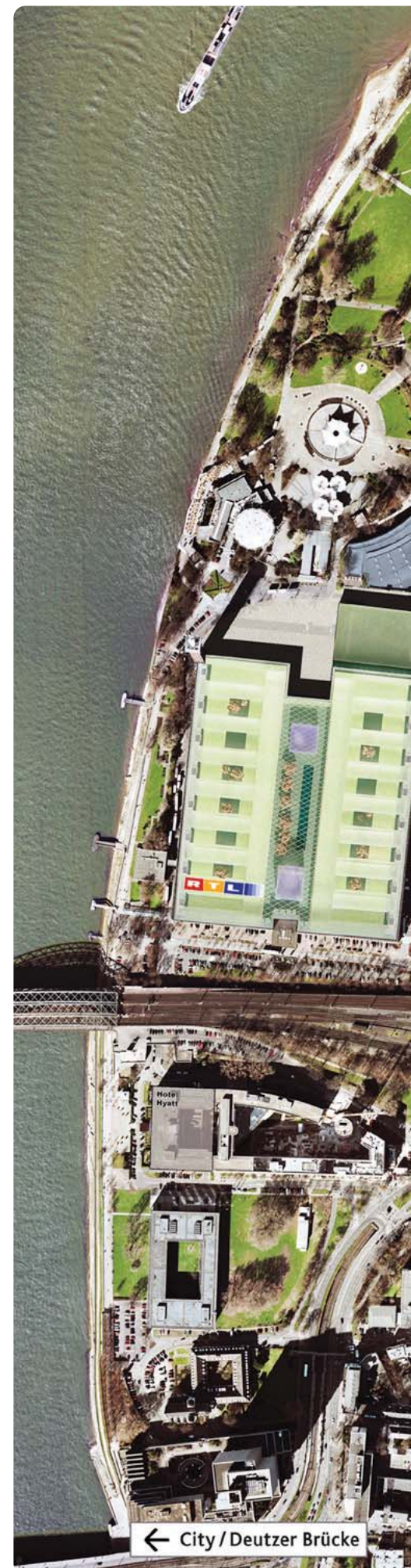
There are two lecture-based events running in complement of Gamescom. They are:

GDC Europe:

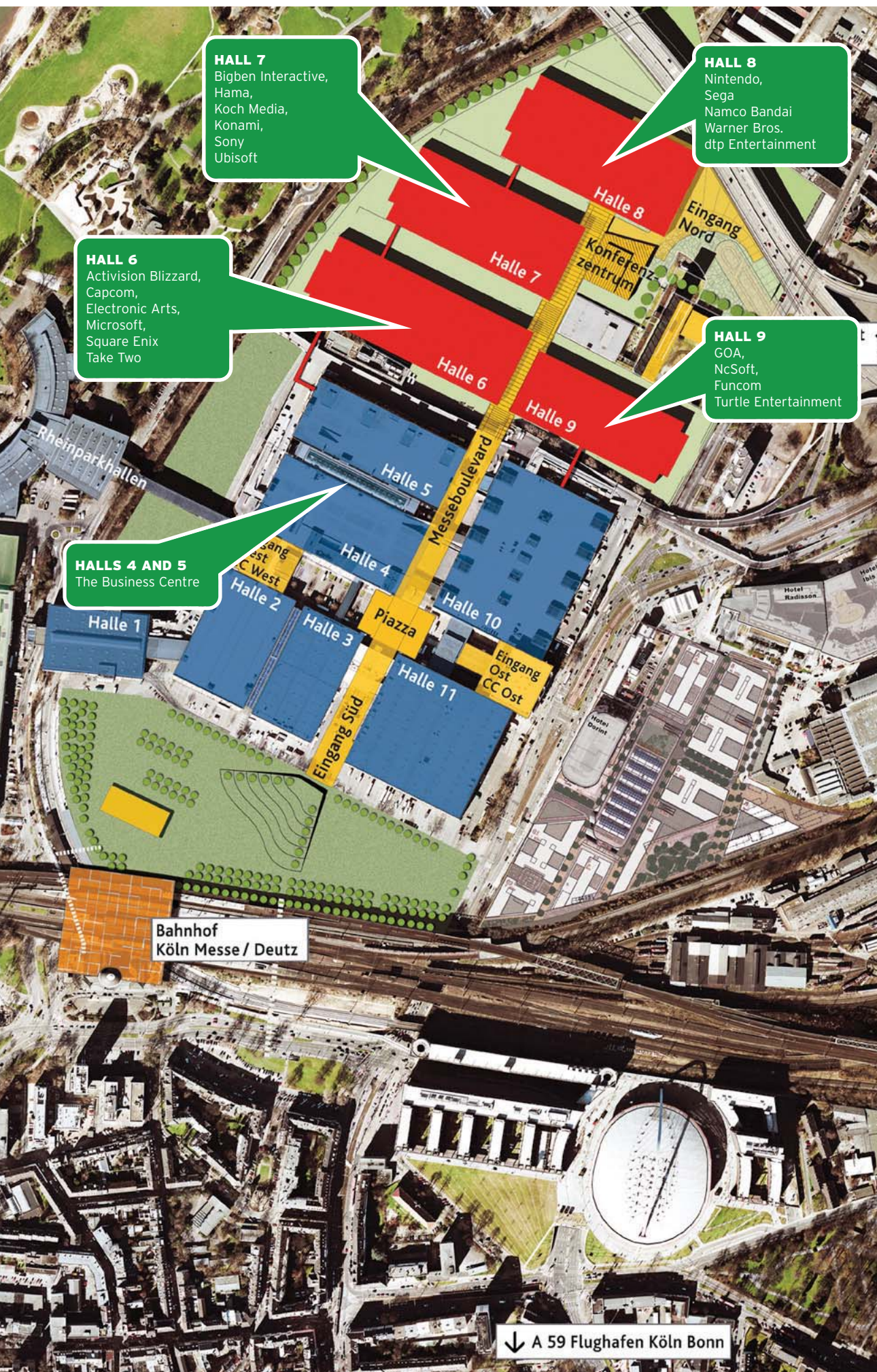
Running ahead of the main Gamescom event, from August 17th to 19th, this developer conference promises a mix of keynotes, lectures, roundtables and workshops with speakers from across Europe and around the world.

gamesCompetence:

Taking place on Thursday, August 20th, this is a special forum dedicated to discussing the issues around child-safety and age-appropriate content in video games. The forum is backed by the state of North Rhine-Westphalia (where Cologne is located).



GAMESCOM: EVENT DETAILS



HALL 7
Bigben Interactive,
Hama,
Koch Media,
Konami,
Sony,
Ubisoft

HALL 8
Nintendo,
Sega
Namco Bandai
Warner Bros.
dtp Entertainment

HALL 6
Activision Blizzard,
Capcom,
Electronic Arts,
Microsoft,
Square Enix
Take Two

HALL 9
GOA,
NcSoft,
Funcom
Turtle Entertainment

HALLS 4 AND 5
The Business Centre

FOOD AND DRINK:
As well as plenty of places to visit around the city, there are 37 restaurants, snack bars and cafes available on site.



TRANSPORT:
There is many ways to get to Cologne and the trade fair, with everything you need to know about travel arrangements available at www.koelnmesse.com.
During the trade fair, your admission ticket or trade fair pass is valid as a travel ticket on all local public transport. The passes are also valid as travel tickets for an extra two days before and after the fair.

By air:
Cologne is roughly 90 minutes or less away from almost all of Europe's capital cities, and about 15 minutes by car or direct train from Cologne-Bonn Airport. There are direct flights to some 160 countries, while Düsseldorf Airport is roughly 45 minutes by car or 25 minutes by train.

By rail:
Visitors can take the train directly to the event, with trains stopping at the Koelnmesse/Deutz station opposite the exhibition centre. There are also connections to the ICE 3 high-speed train route to Frankfurt, daily connections via train firm Thalys from Cologne Brussels and Paris. There are also daily connections by Eurostar via Brussels to London.

By road:
Cologne has an excellent network of motorway and access roads. When in the city there is traffic guidance for access to Koelnmesse without traffic lights or intersections (simply follow the green signs), while the motorway exit leads you straight to the exhibition centre car park. There is parking space for some 15,000 vehicles, and there are shuttle busses around the exhibition ground.

Hotels:
There are over 100 partner hotels of Koelnmesse, which can be viewed and booked as part of a travel package at www.koelnmesse-service.com.

↓ A 59 Flughafen Köln Bonn

GAMESCOM: CITY GUIDE

Welcome to Cologne

Gamescom may be the star attraction, but there's a lot more to the city than just trade fairs. **MCV** takes a closer look at the hotels, bars and restaurants that can be found in Cologne...

The ancient German city of Cologne boasts some remarkable buildings and landmarks from throughout history, such as the Roman gate, the Cologne Cathedral and the Mediapark.

Visitors to the city can take in the incredible architecture, as well as visit the many museums, memorials and art galleries on offer. The city also features plenty of bars, clubs, cinemas and restaurants, as well as hundreds of hotels and guesthouses for people to stay in. Below is a run down of the places to sleep, visit and eat and drink during your stay in one of Europe's great cities...



RESTAURANTS

There are over 4,000 places to eat in Cologne, and that's not including fast food outlets. Below is a handful of the key places to dine out, while you can reserve tables and view menus online at www.globalquest.de

MAYBACH

Based at the Mediapark, the Maybach is reasonably priced, has a cross-cultural standard and features a large beer garden. www.maybach111.de

HOTEL IM WASSERTURM

One star Michelin chef Hans Horberth shows of his culinary skills at the La Vision restaurant on the 11th floor of the Hotel im Wasserturm. The food is French and features a stunning view. www.hotel-im-wasserturm.de

CAMPI IM FUNKHAUS

Decorated in a 1950s style, this eatery features Italian bistro cuisine and appeals to VIPs and journalists. www.campi-im-funkhaus.de

HOPPER

This former chapel of a monastery is now a cool restaurant with 55 indoor seats and a further 40 outside. An ideal place to eat if you're after something a little different. www.hopper.de

HEISING UND ADELMANN

Featuring creative cuisine in the heart of Cologne's night life hotspot, the Heising Und Adelmann is famous for its long bar, large inner courtyard terrace and beer garden. www.heising-und-adelmann.de

BARS AND CLUBS

Cologne has a vibrant night life, with countless concerts, discos, theatres and cinemas. But the real thing to look forward to is that German beer. Here is a run down of some of the top bars to spend your time in until the wee hours.

Harry's New York Bar

Visitors here can enjoy top cocktails on the ground floor of the five-star Interconti Hotel.

Piano Bar at the Maritim Hotel

Live music, club ambience, dance floor in this glamorous bar.

Alter Wartesaal

Probably Cologne's most stylish nightclub, the former train station waiting room has become the top place to party with a mix of black music, soul and '80s hits. And that's not to mention Depeche Mode parties.

Shepherd

This High-class cellar bar boasts prize-winning cocktails (at about €8 a pop), and there are 200 to choose from.

Blumengold

Featuring electronic music, this club can hold 400 guests and runs regular theme parties. The venue also puts on great light shows and is apparently ideal for the older party goer.

La Strada

The highly popular pub-café-crêperie is for all ages, and according to locals often attracts bizarre crowds.

Studio 672

The classic Cologne club has something for everyone, including funk, techno, house, electronic and new jazz sounds. It is situated in the basement of the Stadtgarten restaurant.

GAMESCOM: CITY GUIDE

HOTELS

Koelnmesse has over 100 partner hotels for their various events, which have been selected for their high standards of in terms of quality, cleanliness, service and value for money.

Many of the hotels are available close to the trade centre, with over 60,000 beds available in and around Cologne.

Visitors can book rooms as part of an overall travel package that includes flights and/or hire car at www.koelnmesse-service.com. Hotels include the following:

UP TO 2KM FROM THE CONVENTION CENTRE

CityClass Hotel Caprice
Daily rate: €114.00 (inc. Breakfast)
+49 221 920540

Hilton Cologne
Daily rate: €219.00 (Breakfast €25)
+49 221 130710

Maritim Hotel Köln
Daily rate: €156.25
+49 221 20270

CityClass Hotel Europa
Daily rate: €139.00 (inc. Breakfast)
+49 221 20580

Hyatt Regency Cologne
Daily Rate: €260. (Breakfast €27.00)
+49 221 8281234

2.1 - 5KM FROM THE CONVENTION CENTRE
Hotel Im Wasserturm
Daily rate: €236.00 (Breakfast €28)
+49 221 20080

Hotel Christina
Daily rate: €79.00 (inc. Breakfast)
+49 221 376310

Express by Holiday Inn
Daily rate: €96.00 (inc. Breakfast)
+49 221 297700

Sonata Hotel
Daily rate: €104.00 (inc. Breakfast)
+49 221 920470

Best Western Premier Hotel Regent
Daily rate: €100.00 (Breakfast €16)
+49 221 54990

5-15KM FROM THE CONVENTION CENTRE
Hotel Geisler
Daily rate: €70 (inc. Breakfast)
+49 2203 990080

The New Yorker Hotel GmbH
Daily rate: €65.50 (Breakfast €10)
+49 02203 92685

Hotel Friends Köln
Daily rate: €85 (Breakfast €10)
+49 221 6711880

Best Western Hotel Brenner
Daily rate: €155 (exc. Breakfast)
+49 221 9486000

Mercure Hotel Köln West
Daily rate: €121 (Breakfast €17)
+49 2234 5140



MUSEUMS

Cologne boasts some 36 museums and over 100 art galleries, featuring everything from Roman and Medieval exhibits to contemporary art and even chocolate.

Museum Ludwig

The Ludwig was founded in 1976 and contains 350 works of modern art by Irene and Peter Ludwig. Alongside are works of classical modern, expressionist and pop art.

Cathedral Treasury

Amazing relics such as numerous sculptures, works of art and St. Peter's crosier can all be found in the vaults of the Cathedral Treasury.

Chocolate Museum

Visitors are encouraged to enter a mouth-watering trip through three millennia of Chocolate, from Cocoa tress and Aztec ambrosia to modern bars.

Museum Schnütgen

One of the Europe's most important collections of medieval art can be found in the former St. Cäcilia collegiate church.

City History Museum

Built in 1600, the former historic armoury gives visitors insight into Cologne's economic, political and cultural history, from the Middle Ages to modern day.

ATTRACTIONS

Walking through Cologne is much like a walk through time, given its mix of architecture from Roman churches to post-modern buildings. Here is just a handful of attraction on offer...

Cathedral

The Cologne Cathedral (Kölner Dom) is an architectural masterpiece. It sees six million visitors a year and features two gigantic towers that dominates the landscape. Admission to the Cathedral is free, although there is a small fee for those wishing to ascend the tower.

Romanesque Churches

There are 12 Romanesque churches found within the old city walls. For centuries, the tower of Groß St. Martin has been a significant part of Cologne's panorama, which is framed by the twin towers of St. Kunibert in the North and St. Severin in South. The St. Gereon church, which is named after a Roman officer, is the principle attraction in the North of Cologne's Old Town.

Mediapark

Found near the inner city, the Mediapark is the centre for IT, communication and media technology. The giant area is home to futuristic architecture, a huge film palace called the Cinedom and the Saturn electronic superstore.

EL-DE-Haus

The former office building and Gestapo Prison was named after Cologne businessman Leopold Dahmen. The building's shell was modified by the Gestapo for inhuman purposes and is now a memorial, with hundreds of inscriptions found scratched into the walls of the cells.

Claudius Therme

This Spa provides rest and recuperation after a long day at Gamescom. Located in the Rheinpark and Roman in style, it is one of the nicest therma baths in Europe, with natural spring water, indoor and outdoor pools, sunbathing areas, catering, various types of saunas, steam baths and therapeutic treatments.

GAMESCOM: EXHIBITORS GUIDE

Over 300 firms are set to exhibit at Gamescom next month. And we've packed the full list of the confirmed exhibitors so far attending (plus where they hail from) into the page below. A full guide to the exhibition will be published in our special show issue on August 14th...

1C PublishingCzech Republic
7th SenseItaly
Acronis DeutschlandGermany
Activision Blizzard DeutschlandGermany
AerosoftGermany
Inter@ktiv SIN-Studio im NetzGermany
Agentur für Arbeit KölnGermany
AIM Koordinations medienGermany
Airmotion Games VerlagsGermany
AJS Landesstelle NRWGermany
Ak tronic Software & ServiceGermany
AkellaRussia
Amazing GamesNorway
Amos-Comenius-Gymnasium BonnGermany
APS InternetGermany
ArtematicaItaly
Artificial TechnologyGermany
arvato games task force SonopressGermany
Asociación de DesarrolladoresSpain
astragon SoftwareGermany
Namco Bandai Partners GermanyGermany
Attractive GamesUnited Kingdom
Audio GamingFrance
AutodeskGermany
Avanquest DeutschlandGermany
b.i.b. International CollegeGermany
B.R. ProductionsGermany
BayerGermany
Bethesda Softworks EuropeUnited Kingdom
BHV SoftwareGermany
Bigben InteractiveGermany
bigFM PPG S.W.Germany
BigpointGermany
BIP MediaFrance
Black Sheep StudiosItaly
BoomtownDenmark
BrainGame PublishingGermany
Braun HandelsGermany
Bug TrackerFrance
Campus SportswearGermany
Government of CanadaGermany
CapcomGermany
Deutsche CasemodGermany
CCP GamesUnited States of America
CDA Datenträger AlbrechtsGermany
cdv Software EntertainmentGermany
Chinese GamerChina
City InteractivePoland
ClickandBuy MarketingGermany
CompediaIsrael
ComputerProjekt Köln e.V. Spieleratgeber-NRWGermany
ComScentGermany
Corecell TechnologyThailand
Creative DistributionUnited Kingdom
CyberLink EuropeNetherlands
CyberPlanet InteractiveThailand
DaddelBib Stadtbücherei Neukirchen-VluynGermany
DaoTec TelecomAustria
Deep Silver a division of Koch MediaGermany
DESHVGermany
Deutscher Kinderschutzbund LandesverbandGermany
DHM interactiveFrance
Digital BrosFrance
Digital RiverGermany
Digital Works Entertainment Inc.Japan
Digitale KulturGermany
Drogenhilfe KölnGermany
dtp entertainmentGermany
Edizioni TurboItaly
EidosGermany
EKO SoftwareFrance
Electronic ArtsGermany
Emergent Game TechnologiesUnited States of America
Enjoy Event MarketingGermany
EuroVideoGermany
EverSim Immeuble le ConcordeFrance
Exkee, Incubateur MultimédiaFrance
Fan Afzar Sharif CompanyIran
FH Köln Institut SpielraumGermany
FishlabsGermany
flashpointGermany
Focus Home InteractiveFrance
Foreign Media GamesNetherlands
Fox Interactive MediaUnited Kingdom
Frame Studios SRLItaly
Franzis VerlagGermany
FuncomSwitzerland
Futuremark OyFinland
G DATA SoftwareGermany
Gala Networks Europe LimitedIreland
Game Factory Interactive (GFI)Cyprus
Game LifeBelgium
Game Outlet EuropeSweden
Game ParentsGermany

GameLoftFrance
Games AcademyGermany
GamesmarktGermany
gamigoGermany
Gaming CultureGermany
GAMR7France
Gaya EntertainmentGermany
GCC Games Campus CologneGermany
Gedda-HeadzDenmark
GIMINFrance
GlobalCollectServicesNetherlands
GOA FranceFrance
GogoticIceland
University of GotlandSweden
Haddock Media, IGMGermany
HalyconGermany
HamaGermany
Hamburg@Work gamecity:HamburgGermany
Hasbro DeutschlandGermany
Head up GamesGermany
HMH Hamburger Medien Haus VertriebsGermany
Hoffmann InteraktivGermany
IDEA GamesCzech Republic
IDG Entertainment MediaGermany
ImaginaxThailand
ImagimotionItaly
IMINOVEFrance
Indeego GamesFrance
Infoc@fé Neu-Isenburg LogOutGermany
Initiative gamearea frankfurtrheinmainGermany
IntentionGermany
IQ Investment Ltd.Russia
Iran National Foundation of Computer GamesIran
Italian Videogame DevelopersItaly
IVM e.V.Germany
JFC Medienzentrum KölnGermany
JoWood Productions SoftwareAustria
JukuMedienGermany
Kalicanthus EntertainmentItaly
Kalypso MediaGermany
Kaspersky LabsGermany
kdg mediatechAustria
KiddinxGermany
Koch Media HoldingGermany
Köln Jugendpark Jugendzentren KölnGermany
Konami Digital EntertainmentGermany
KyloTonnFrance
Lager Network TechnologiesTaiwan
Landesanstalt für Medien NRWGermany
Lexis NumeriqueFrance
LexwareGermany
Little Worlds StudioFrance
LocalsoftSpain
Logic3 plc.United Kingdom
LOGISTEPSwitzerland
LVRGermany
MIXGermany
Magnussoft EspanaSpain
Marschreiter CommunicationsGermany
MarketpointGermany
MaxPoint HandelsgesGermany
McAfeeGermany
MediadesignGermany
MediaHouseRussia
Microsoft DeutschlandGermany
MilestoneItaly
MindscapeFrance
The Monk StudioThailand
MPO Audio und VideoGermany
MPO FranceFrance
MTV GamesUnited States of America
n!faculty KölnGermany
NBG Handels u. VerlagsGermany
NCsoft EuropeUnited Kingdom
Neko EntertainmentFrance
Netgiro SystemsSweden
New Planet Group DistributionGermany
Nintendo of EuropeGermany
Nordic Game ResourcesSweden
Nordic Soft SalesSweden
NorthpoleThailand
northworks SoftwareGermany
NovaleafThailand
Noviy DiskRussia
Nuance Communications GermanyGermany
Nyko TechnologiesUnited States of America
OdysseumGermany
OPM ResponseUnited Kingdom
OrbsterGermany
Panini VerlagsGermany
Paradox InteractiveSweden
Paragon DeutschlandGermany
PARSAN ParsanGostar NamavarIran
Panda SecurityGermany

paysafecard.com Wertkarten VertriebsAustria
PegasusGermany
Periscope Studio HamburgGermany
Phoenix OrganizationGermany
Phonetic ArtsUnited Kingdom
Pixel RevolutionItaly
PlanetLANGermany
Play All ManagementFrance
Play ConnectionFrance
Playcom Software VertriebsGermany
Playlogic International N.V. World Trade CentreNetherlands
ProphotoGermany
PS Professional StoreGermany
SAE InstituteGermany
Radio sunshine liveGermany
Raptor Gaming TechnologyGermany
Raylight SRLItaly
Resana Afzar SharifIran
RhizomediaGermany
Ringzro Network ThailandThailand
Rocketbox StudiosGermany
Role Play ConventionGermany
RTL GamesGermany
S.A.D.Germany
Sapphire TechnologyGermany
Schulen ans NetzGermany
Seed Studio Inc.Taiwan
SEGA GermanyGermany
Sennheiser Vertrieb und ServiceGermany
SevenOne IntermediaGermany
Shenzen Gametec Technology developmentChina
Shenzhen Dolphin ElectronicChina
sk stiftung jugend und medienGermany
SMACK Down ProductionFrance
SoftdistributionGermany
Software Industry Promotion AgencyThailand
SommerGermany
Sony Computer Entertainment DeutschlandGermany
Sony DADC AustriaAustria
Southpeak GamesUnited Kingdom
SpidersFrance
SpinVectorItaly
SplitfishSwitzerland
Axel SpringerGermany
Square EnixUnited Kingdom
SRH Hochschule HeidelbergGermany
Stadt Köln VHS - GemeinschaftsstandGermany
STUDYbuddy c/o Universität zu KölnGermany
Succubus InteractiveFrance
Sunflex EuropeGermany
Symantec DeutschlandGermany
T-Mobile DeutschlandGermany
Taipei Hsien Computer AssociationTaiwan
Take Two Interactive / Rockstar Games / 2KGermany
TakomatGermany
Taylor Wessing PartnerschaftsgesellschaftGermany
TexchelUnited Kingdom
TeliaSoneraSweden
Terminal RealityUnited States of America
Testronic LaboratoriesUnited Kingdom
TGC - The Games Company WorldwideGermany
TitusGermany
Tivola PublishingGermany
Toneworx Localisation + Recording AgencyGerman
Tonic GamesDenmark
TradeMail DistributionGermany
Trinity Vision Game EngineGermany
Tronicum networkGermany
TryDimGermany
TumbleweedNorway
UbiFranceFrance
UbisoftGermany
UNALISChina
United Independent EntertainmentGermany
Universal CardsGermany
Userjoy TechnologyTaiwan
USKGermany
VidisGermany
VierpfeileGermany
Virtual IdentityItaly
VOXLERFrance
VUDGermany
Warner Bros. Interactive EntertainmentUnited Kingdom
Web Media PublishingGermany
Welt Records Tonträger Import ExportGermany
White Birds ProductionsFrance
WirecardGermany
WizarboxFrance
xaitmentGermany
XPEC EntertainmentTaiwan
XpertVisionGermany
xplaceGermany
Zeroplus TechnologyTaiwan
ZSK ProgresPoland

GET SEEN IN GERMANY

Contact Rob.Baker@intentmedia.co.uk to find out more about our Gamescom show issue, published August 14th