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Tokyo International Anime Fair

The Tokyo International Anime Fair (TAF) started in 2002 to promote and encourage the animation industry in Tokyo. With the increased interest in Japanese animation overseas, the TAF has become bigger and better every year. At the symposium held this year to analyze Japanese animation with US animation buyers, lots of production people attended to get hints of their overseas possibilities.

The release of a new animation program based on popular comic books targeting people in their teens and 20's, who are not the core audience for animations, was announced at the TAF. The late-night animation programs were tended to be rather maniac or aimed at *otaku* audiences, (otaku has a negative connotation in Japan) but it seems that new audiences development is getting active these days. The longtime-selling manga, *Garasu no Kamen* (The Mask of Glass) is being made into an animation again from this April.

The online delivery of animation and manga contents is being assisted by the development of cell phone technologies. *Aniyome* is a service that the user can "read" the animation with their cell phones. It captures the masterpiece animations scene by scene and adds sound effects and spoken lines. Users just need to click the button to advance the frames to read the contents. Soundtracks are also available and a vibration function is added to certain frames. Reading manga or watching animations with a cell phone is a brand new approach for the industry, and we would like to closely watch how it develops.



Leaflets of Japanese anime in English

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THE ADVENTURES OF GAMBA (right)

