

FOR IMMEDIATE RELEASE

**Square Enix Announces AGNI'S PHILOSOPHY,
A Real Time Tech Demo, at E3**

AGNI'S PHILOSOPHY
FINAL FANTASY REALTIME TECH DEMO



LOS ANGELES (June 5, 2012) – Square Enix Co., Ltd. (Square Enix) today announced AGNI'S PHILOSOPHY, a real time technical demonstration movie that utilizes cutting edge game development technology. The demo is being presented on June 5th (PST) at its debut at E3 2012 in Los Angeles. The movie will also be available soon on its website below.

AGNI'S PHILOSOPHY

URL: <http://www.AgnisPhilosophy.com>

AGNI'S PHILOSOPHY (herein referred to as the demo video) was produced with LUMINOUS STUDIO, Square Enix's game production environment (engine) for creating next generation quality games. The LUMINOUS STUDIO engine is currently in development internally at Square Enix.

Thanks to the LUMINOUS STUDIO engine, the demo video can depict high quality “real time computer graphics” (*1) at the same level as “pre-rendered computer graphics” (*2). The fine details of the characters, who express life-like humanity, are showcased through their rich facial expressions, subtleties of their pupils and hair, and their brilliantly flowing garments. The characters, along with the vibrant monsters, transport the viewer into the world created by the LUMINOUS STUDIO engine.

Furthermore, the demo video production was created through the lens of the FINAL FANTASY series, where ancient magic and advanced science coexist in a near-futuristic world. The video depicts a life-changing encounter for our heroine, the magic-wielding protagonist Agni.

*1 Real time computer graphics showcase images which are created on the spot as time passes. Within a game, in order for users to move their character and shift the camera, real time technologies are required.

*2 Pre-rendered computer graphics are computer images which are created beforehand by a computer and utilized within movies, etc. In games, they are used to display advanced animation which normally requires significant processing power.

AGNI'S PHILOSOPHY



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The LUMINOUS STUDIO game engine aims to bring about greater productivity within game production teams, while simultaneously offering an environment to create games of fantastic quality. Furthermore, the LUMINOUS STUDIO game engine is planned to support game consoles, PC, smartphones, and the web, encapsulating the many platforms of the next generation of quality.

AGNI'S PHILOSOPHY showcases the level of quality that Square Enix is aiming for in next generation games.

LUMINOUS STUDIO



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About Game Engine

A game engine is a development environment constructed of varied tools and libraries needed for game creation. Many elements are needed for game software creation: graphic technologies and physics calculations, artificial intelligence, motion, and sound technologies. In an engine, these elements are bound together with the intent of improving game development efficiency and quality.

The Square Enix Group has several engines in addition to LUMINOUS STUDIO, such as IO Interactive's "Glacier 2" and Crystal Dynamics' "Crystal Engine."

About Square Enix Holdings Co., Ltd.

SQUARE ENIX HOLDINGS CO., LTD with headquarters in Tokyo, Japan, is a holding company leading the Square Enix Group with a diverse range of content and service businesses. The Square Enix Group publishes and distributes entertainment content under its internationally renowned brands such as SQUARE ENIX, EIDOS and TAITO. The Square Enix Group includes a global network of leading development studios located in North America, Europe and Japan. The Group boasts a valuable portfolio of intellectual property including: FINAL FANTASY®, which has sold over 100 million units worldwide, DRAGON QUEST®, which has sold over 59 million units worldwide and TOMB RAIDER®, which has sold over 35 million units worldwide, together with other well established products and services. More information on Square Enix Holdings Co., Ltd. can be found on the Internet at <http://www.square-enix.com>.

About Square Enix Co., Ltd.

SQUARE ENIX CO., LTD. (Square Enix), a wholly-owned subsidiary of Square Enix Holdings Co., Ltd., with headquarters in Tokyo, Japan, develops, publishes and distributes entertainment content including interactive entertainment software and publications in Asia, North America and Europe. Square Enix brings two of Japan's best-selling franchises – FINAL FANTASY, which has sold over 100 million units worldwide, and DRAGON QUEST® which has sold over 59 million units worldwide – under one roof. Square Enix is one of the most influential providers of digital entertainment content in the world and continues to push the boundaries of creativity and innovation. More information on Square Enix can be found at <http://www.square-enix.com>.

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