



Sunrise, Inc: Japanese Animation
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GRA 2474

What It's All About



Sunrise's Primary Business:
Sunrise focuses mainly on robot animation. Mainstream anime included manga adaptations, sport shows and children's stories. Robot animation was more difficult back then but was used as promotional material in order to sell toys. Sunrise still specialize in robot animation today, with thanks to evolving technologies.

Locale



- ▶ HQ: Sunigami, Tokyo, Japan
 - Bandai Entertainment (USA): http://bandai-ent.com/Bandai_Entertainment/Welcome.html (no longer offering DVD, Blu-ray disc and manga releases as of 2012)
 - Beez Entertainment (Europe): No longer releasing new anime titles as of 2012

The Men Behind the Cartoons



- ▶ Uchida Kenji, President
 - Masayuki Ozaki (Executive Officer; Executive Producer, TIGER & BUNNY)
 - Kazuhiko Tamura (Producer, TIGER & BUNNY)
 - Shin Sasaki (Executive Officer; Gundam Division General Manager)
 - Naohiro Ogata (Producer, Mobile Suit Gundam UC)
 - No transactions available in the past 12 months.

History

- ▶ Sunrise was founded back in September of 1972
 - Company name changed to Nippon Sunrise Inc. in 1977
 - April 7, 1979: Mobile Suit Gundam is premiered in Japan
 - Sunrise Inc. is established in society in 1987
 - Sunrise joins Bandai Group in 1994

Products



- ▶ Sunrise's lead products are robot anime that also promote toys and model kits that are distributed by partnering companies.

NEWS



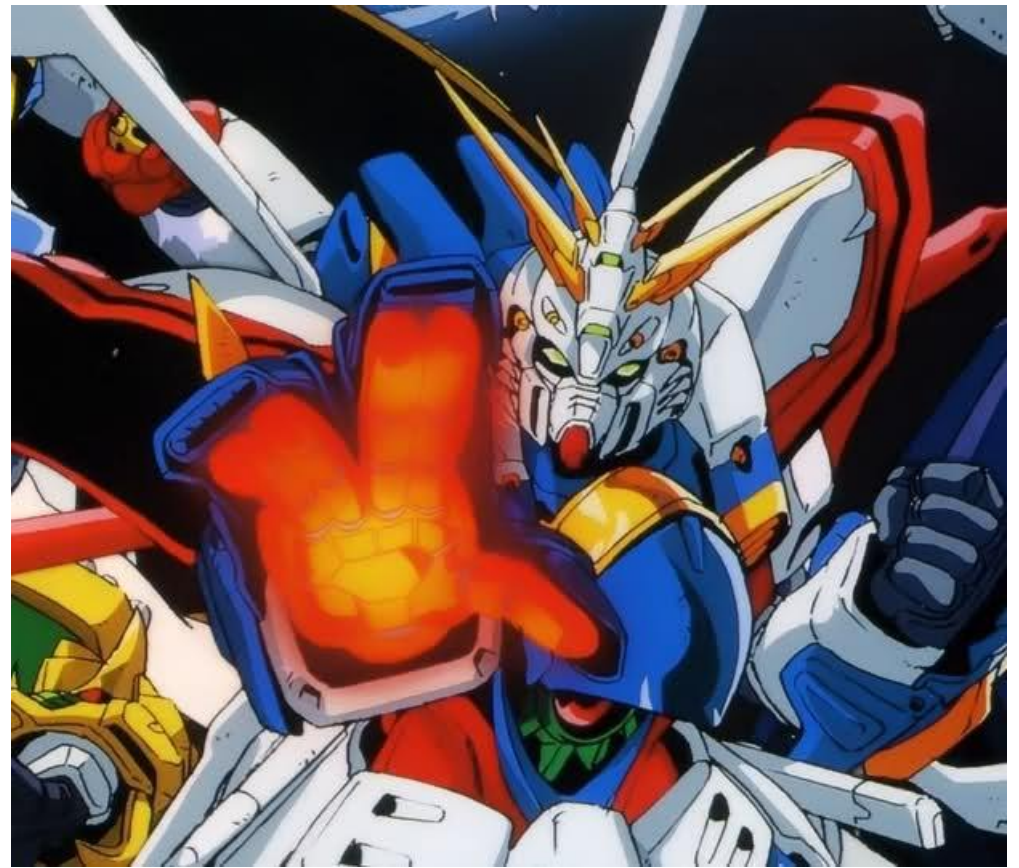
Code Geass: At First Glance

- Release: May 11, 2012
- Supplementary reading material that explains clearly the story of the "Code Geass" comes into play!
- Carefully explained by a story character's mental state about all 25 episodes each episode of "Code Geass: Lelouch of the Rebellion" television series and "Code Geass: Lelouch of the Rebellion R2."
- 1,575 yen (tax included)
- 132-page full-color book

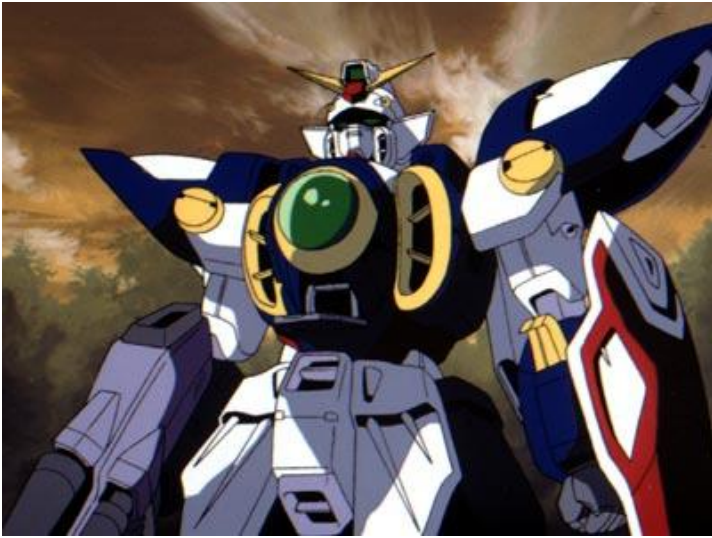


Gundam RX-78-2 >>

The very first Gundam, ever; RX-78 started it all when he battled against the many soldiers of the Principality of Zeon and fought for the freedom of Earth.



Shining Gundam (Left) represented its country, Neo-Japan, in the Gundam Fight Tournament, while battling the dark forces of the Devil Gundam behind the scenes. Burning Gundam (Right) is a new model after Shining was heavily damaged.



Wing Gundam, a Mobile Suit with enough power to take out a space colony with a single shot from its Buster Rifle. This machine is one that's not to be trifled with as its speed, power and defense are top notch among Gundams.



Giant Gundam



Here we have a 59-ft tall Gundam in Tokyo, Japan. It was modeled after Gundam RX-78-2 of the original “Mobile Suit Gundam” series and can even light up at night.

Sources

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- ▶ <http://www.sunrise-inc.co.jp/international/company/outline.html>
- ▶ <http://www.animenews.biz/2012/01/02/bandai-entertainment-to-end-dvd-distribution-shifts-focus-to-licensing/>
- ▶ http://translate.googleusercontent.com/translate_c?hl=en&prev=/search%3Fq%3Dsunrise%2Bgundam%26hl%3Den%26biw%3D1280%26bih%3D923%26prmd%3Dimvns&rurl=translate.google.com&sl=ja&twu=1&u=http://www.sunrise-anime.jp/news/sunrise/news.php&usg=ALkJrh1qXWhta6hr0KRiDomUfu2WiDiZg#5070
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- ▶ <http://ju-ustin.blogspot.com/2012/02/mg-gf13-017nj-shining-gundam.html>
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