Electronic Entertainment Expo

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Electronic Entertainment Expo(or E3) — an annual exhibition game conducted by the Entertainment Software Association (ESA). At the exhibition the developers, publishers, manufacturers of hardware and software present computer and video games, game consoles, electronics and computer accessories

Unlike Gamescom and other gaming exhibitions, which are also open to the public, E3 is an exclusive event in the industrial sector of the gaming industry. At the conclusion of every show the quality of the products is assessed by an independent Commission, which distributes awards Game Critics Awards. Awarded to the best ideas, games, presentations, and gaming electronics, as well as called the most disappointing presentations and products.

E3 is usually held in late may or early June of each year at the Los Angeles Convention Center (LACC) in Los Angeles. In 2007 exclusively on the harmonization of the exhibition was held from 11 to 13 July in Santa Monica.

And here's a little video from E3.

Thanks for attention!