



## and Portable Gaming



Created, edited and presented

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- Nintendo is a Japanese company
- Originally founded in 1889
- Founded to produce a card game called Hanafuda
- Until 1963 Hanafuda was their only source of funds
- First video games console 1975
- Collaborated with Magnavox and Mitsubishi to produce the Magnavox Odyssey
- Created Mario, Donkey Kong and Zelda
- One of the four main console manufacturers

# The Famicom/NES

- The Famicom (family computer) released during 1983
- It sold over 500,000 units
- The Famicom was re-designed and released worldwide as the NES (Nintendo Entertainment System) in 1986
- In America NES market share of over 90% during the 80's
- This console made Nintendo the dominant institution



# Game & Watch

- The Game & Watch released in 1980
- 59 were released
- LCD screens
- In Scandinavia 2 million units were sold
- Predetermined game play
- Single game



# The Game Boy

- The Game Boy released 1989
- Bundled with Tetris
- Game Boy's killer app
- 8-Bit monochrome graphics
- Competitors: Atari Lynx and Sega Game Gear
- Battery Life: 20 hours
- Best selling video games console
- Super Mario Land sold 14 million copies



# Game Boy Update



- Game Boy Pocket released 1996
- Smaller and lighter
- Sharper screen
- Less batteries
- 100% compatible with Game Boy software

# GAME BOY COLOR



- Game Boy Color released 1998
- Better graphics than NES/Famicom
- Adds colour to GB games
- Infra-red linkup
- Competition: Neo Geo Pocket and Bandai WonderSwan



# The Game Boy Advance

- Year of release: 2001
- 32-Bit ARM CPU
- 240x160 screen resolution
- Size of 144w x 82h x 25d (mm)
- 140g
- Compatible with GB & GBC software
- Shoulder buttons
- Four player link-up
- GameCube connectivity
- 15 hours running time
- Rival portables cease





# Game Boy Advance Update



- 2003: GBA SP
- Same architecture
- Back lit
- Fold away
- Rechargeable battery
- Supplied mains adapter
- No headphones

# The Nintendo DS

- Dual screen
- Nintendo 64 technology
- Back lit
- Touch screen
- 2 speakers
- Microphone
- Wireless link-up
- GBA compatible
- Internet gaming
- Reduced cartridge
- Sold 500,000 units in four days
- Fastest selling console in European history
- Self referencing



# Game Boy Advance Update

- Game Boy Micro
- Smallest Game Boy yet
- Weighs 2.8 ounces
- Internally a GBA
- 40 hour battery life
- Released due to
- Choice factor



# Nintendo's Recent Financial Statistics

	Net sales million yen	% change	Operating income in million yen	% change	Income before income taxes and items in million yen	% change
Three months ended Jun. 30, '04	82153	-2	17467	141.1	36505	106.1
Three months ended Jun. 30, '05	70684	-14	3754	-78.5	21386	-41.4
Year ended Mar. 31, '05	515292	N/A	111522	N/A	145292	N/A

	Net Income per Share in yen	Net income in million yen	% change
Three months ended Jun. 30, '04	169.32	22635	97.7
Three months ended Jun. 30, '05	108.52	14115	-37.6
Year ended Mar. 31, '05	662.96	87416	N/A

Decrease in net income per share from the 1st quarter in 2004 to the 1st quarter in 2005 (in yen)

=B10-B11

Percentage of decrease in net income per share from the 1st quarter in 2004 to the 1st quarter in 2005 (%)

=(B10-B11)/B10\*100

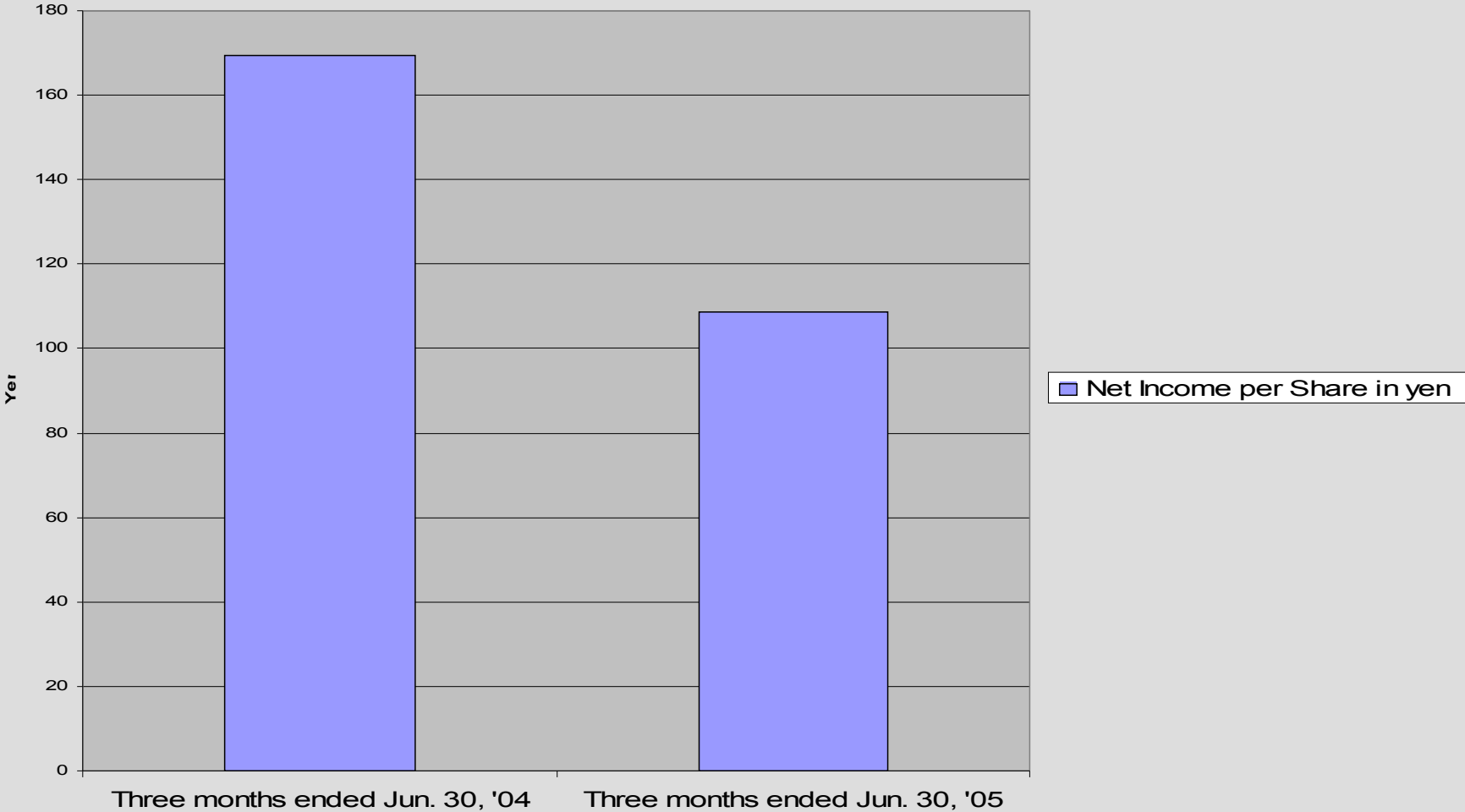
**The percentage for net sales, operating income and the next 2 columns. These show the increase or (decrease) from previous year's first quarter.**

Year ended Mar. 31,  
'05

N/A

# Nintendo's Recent Financial Statistics

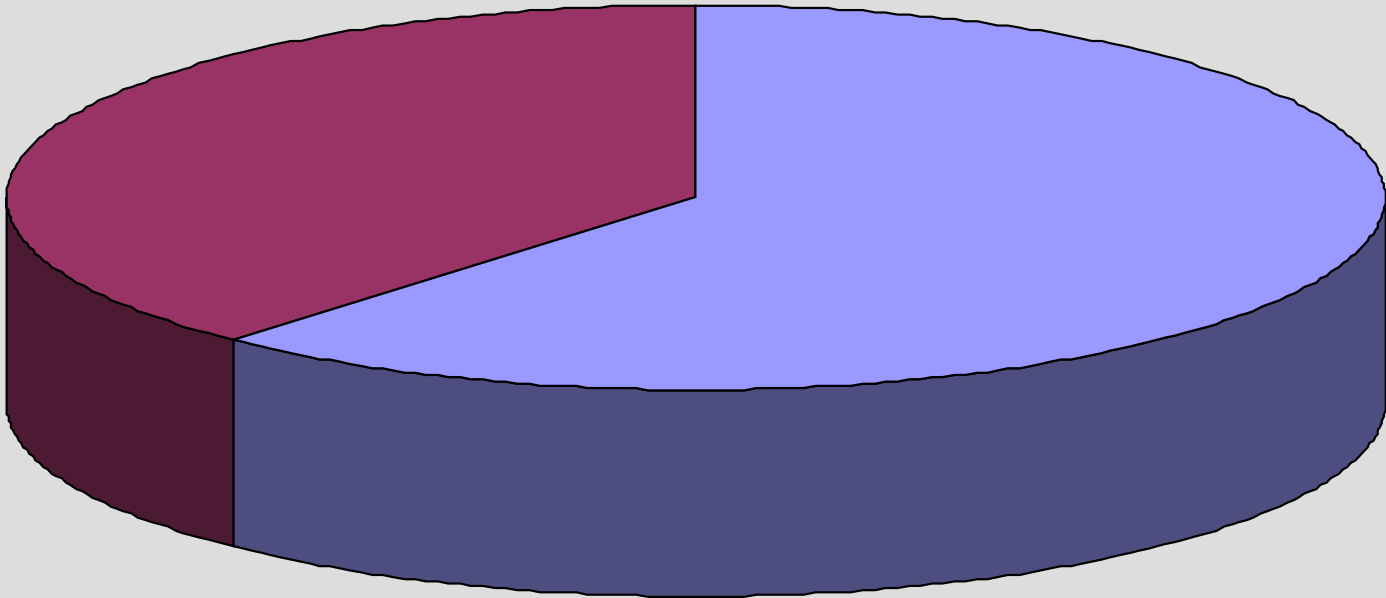
### Net Income per Share



# Nintendo's Recent Financial Statistics

## Reduction in Net Income over 2 first quarters

■ Three months ended Jun. 30, '04 ■ Three months ended Jun. 30, '05



# The End

