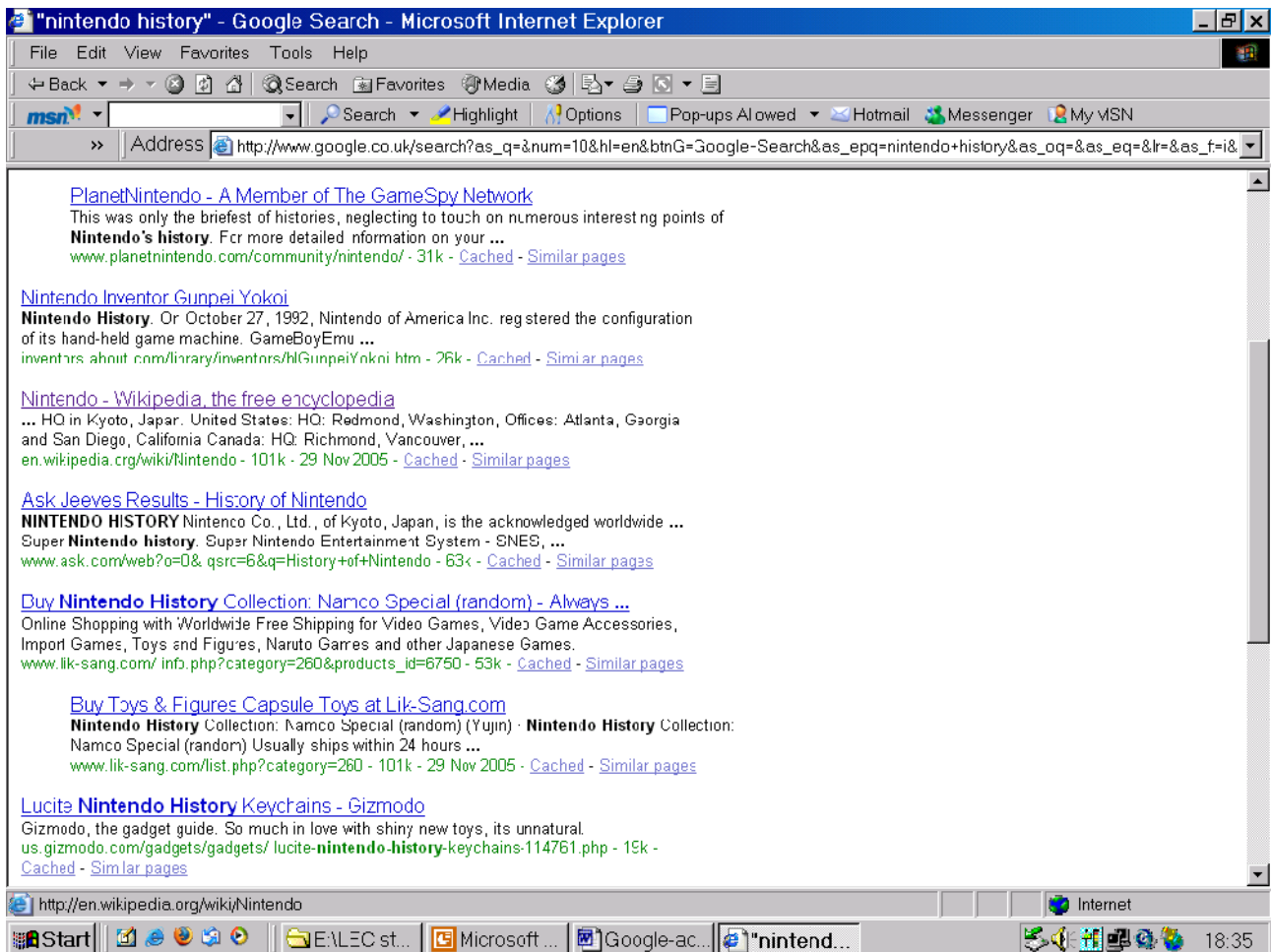
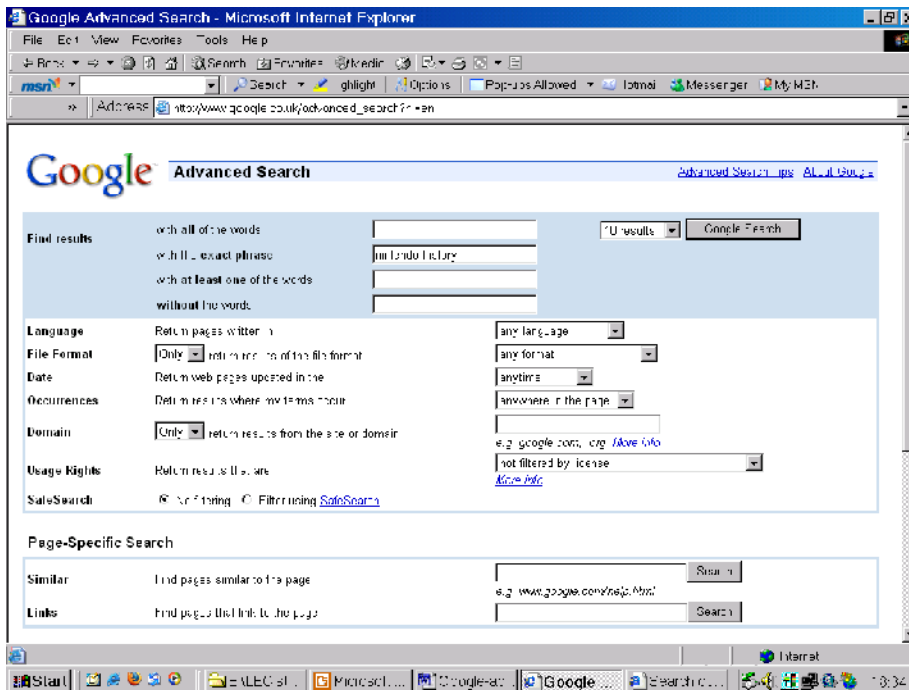


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Nintendo

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Nintendo (Japanese: 任天堂, (KASDAQ: NTDQY), TYO: 7974) is a Japanese company originally founded on November 6, 1009 by Fusajiro Yamauchi to produce handmade hanafuda cards, for use in a Japanese playing card game of the same name. In the nineteenth century, the company tried several small niche businesses such as a love hotel and a taxi company. Over the years, it became a video game company, growing into one of the most powerful in the industry. Aside from video games, Nintendo is also the majority owner of the Seattle Mariners, a Major League Baseball team. Nintendo has also purchased majority ownership of Gyration, a company specializing in gyroscopes and motion sensors, for assistance in designing the controller of the Nintendo Revolution.

Nintendo is the longest running company in the history of entertainment and the video game console market and historically the most influential and well-known console manufacturer. They began in the Japanese market in 1983, the North American market in 1985, and the European market in 1986. Over time Nintendo has manufactured five TV consoles — the Famicom/NES, the Super Famicom/Super NES, the Nintendo 64, and the present GameCube and the upcoming Nintendo Revolution — and many different handheld consoles, including seven versions of their popular Game Boy, the Game & Watch, the Virtual Boy, the Pokémon Mini, and the Nintendo DS. They have also published over 250 games, developing at least 130 of them, and have sold over 2 billion games worldwide.

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Nintendo

Type: Public

Founded: November 6, 1889

Location: HC in Kyoto, Japan

United States: HQ: Redmond, Washington; Offices: Atlanta, Georgia and San Diego, California; Canada: HQ: Richmond, Vancouver, British Columbia; Offices: Toronto; Central Europe: Gernsheim, Germany; Austria: HQ: Bressanone, Tyrol; Victoria, British Columbia; New York: Offices: New York, New York

Wales: China: Suzhou (as IDJ Ltd.)

Key people: Shuntaro Furuya, president, Hiroshi Yamachi, former president and

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selling around 35,000 units. This was also the year they established Nintendo of America Inc. in Redmond, Washington and merged the New York subsidiary with it. It is now known as Mario.


1983–1989

In July 1983, Nintendo released their *Famicom* (*Family Computer*) system in Japan, which was their first attempt at a cartridge-based video game console. The system was very successful, selling over 500,000 units within two months. The console was also technically superior and inexpensive when compared to its competitors, priced at about \$100 USD. However, after a few months of the consoles selling well, Nintendo received complaints that some Famicom consoles would freeze when the player attempted to play certain games. The fault was found in a malfunctioning chip and Nintendo decided to recall all Famicom units currently on store shelves, which cost them almost half a million dollars USD.

It was also in 1983 that Nintendo planned to release the Famicom in the USA. In the USA, however, the video game market had almost completely died out due to the large amount of low quality games. Nintendo decided that to avoid this, they would only allow games that received their 'Seal of Quality' to be sold for the Famicom, using a ROM lockout system to prevent unlicensed games.

By 1984 the Famicom had proven to be a huge continued success in Japan. However, Nintendo also encountered a problem with the sudden popularity of the Famicom — they did not have the resources to manufacture games at the same pace they were selling them. To combat this, Yamauchi decided to divide his employees into three groups, the groups being *Research & Development 1* (R&D 1), *Research & Development 2* (R&D 2) and *Research & Development 3* (R&D 3). R&D 1 was headed by Gunpei Yokoi, R&D 2 was headed by Masayuki Uemura, and R&D 3 was headed by Takada Geryo. Using these groups, Yamauchi hoped Nintendo would produce a low amount of high quality games rather than a high amount of average quality games.

In 1985 Nintendo announced they were going to release the Famicom worldwide — except under a different name — the *Nintendo Entertainment System* (NES) — and with a different design. In order to ensure the localization of the highest quality games by third-party developers, Nintendo of America limited the number of game titles third-party developers could release in a single year to five. Konami, the first third-party company that was allowed to make cartridges for the Famicom, later challenged this rule by creating a spinoff company, Ultra Game Inc., to release additional games in a single year, although other manufacturers followed the same tactic as Konami. In this year, Super Mario Bros. was also released for the Famicom in Japan and became a large success.



The Nintendo Famicom, released in 1983, received a warm welcome from the Japanese economy.

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and became a large success.

Nintendo **test marketed** the Nintendo Entertainment System in the **New York area** on October 18, 1985. Following immediate success, they soon began shipping the NES nationwide in February 1986, along with 15 games, sold separately. In the U.S. and Canada, it outsold its competitors on a ten to one scale. This was also the year that **Metroid** (Japan) and **Super Mario Bros. 2** (the Japanese version) were released.

In 1988, Nintendo of America unveiled **Nintendo Power**, a monthly news and strategy magazine from Nintendo that served to advertise new games. The first issue published was July/August edition, which spotlighted the NES game **Super Mario Bros. 2**. Nintendo Power is still being published today with its two-hundredth issue coming in Feb. 06.

In 1989, 100 years after the company was started, Nintendo released the **Game Boy**, along with the accompanying game **Tetris** (widely considered one of the greatest games of all time). The Game Boy sold extremely well, eventually becoming the best selling portable game system of all time, a record it holds to this day. Later, **Super Mario Land** was also released for the Game Boy, which sold 14 million copies worldwide. 1989 was also the year that Nintendo announced a sequel to their popular video game console, the Famicom, to be called the **Super Famicom**.

By the end of the '80s the courts found Nintendo guilty of **anti-trust** activities because it had abused its relationship with third party developers and created a **monopoly** in the gaming industry by not allowing developers to make games for any other platforms. They changed this rule during the Super NES era, allowing Sega to start a massive console war against Nintendo with the **Sega Genesis** and **Game Gear**. This would occur once more in 1996, when Sony released the **Playstation**.

1990–1995 [edit]

The Super Famicom was released in Japan on **November 21st, 1990**. The system's launch was widely successful, and the Super Famicom was sold out across Japan within three days. In August 1991, the Super Famicom was launched in the U.S. under the name "the **Super Nintendo Entertainment System**" (SNES). The SNES was released in Europe in 1992.

The Super Nintendo Entertainment System followed in the steps of its predecessor, sporting a relatively low price and somewhat high technical specifications for its era. The controller of the SNES had also improved over that of the NES, as it now had rounded edges and several new buttons.

In Japan, the Super Famicom easily took control of the gaming market. Despite a slow start, the SNES in North America eventually overtook its competition, the **Sega Genesis** thanks to franchise titles such as **Super Mario World**, **The Legend of Zelda: A Link to the Past**, **Street Fighter 2**, and the **Final Fantasy** series. In the U.S., the Genesis barely outsold the SNES, however total worldwide sales of the SNES were higher than the Genesis.

1992 was the year in which Gunpei Yokoi and the rest of R&D 1 began planning on a new **virtual reality** console to be called the **Virtual Boy**

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