

# Nintendo



# Nintendo

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**Nintendo: The Legend**

- In 1889, Nintendo created the "Playing Cards", which were a national craze and brought Nintendo to the top of the industry.
- Although they were cards, they were more like products, they were labeled together by companies in Osaka and Tokyo.



**Member of Nintendo in Tokyo**

Member of Nintendo in Tokyo  
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**Early Devices**

- In 1977, Nintendo started using the name of their products (Nintendo) to identify their products.
- They started to use the name of their products to identify their products.
- They started to use the name of their products to identify their products.



**Start of the Game Industry**

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**Timeline of Nintendo Releases**



**Bibliography**

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- 8. Nintendo: The Legend
- 9. Nintendo: The Legend
- 10. Nintendo: The Legend

**1982-1984**

In 1982, Nintendo released the Game Boy, which was a handheld game console. It was the first handheld console to use LCD screens and was a huge success. In 1984, Nintendo released the Super Nintendo Entertainment System (SNES), which was a home console. It was the first console to use 32-bit graphics and was also a huge success.

**Donkey Kong Cards**



**Nintendo: The Card Game**

- Nintendo started off as a card company in 1889.
- Their first card game was called "Hanafuda".
- It was a very popular game and was played by many people.
- They made it into a card game and it was very popular.
- They made it into a card game and it was very popular.



**About the Company**

- Founded in 1889 in Kyoto, Japan.
- Started as a card company in 1889.
- Expanded into the video game industry in 1977.
- Now a global leader in the video game industry.
- Headquarters in Kyoto, Japan.
- Stock listed on the Tokyo Stock Exchange since 1983.




# Nintendo

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**Nintendo: The Legend**

- In 1889, Nintendo created the "Playing Cards", which were a national craze and brought Nintendo into the big gaming industry.
- Although they were not the most popular products, they were valued higher by companies in America and Europe.




**Member of Nintendo in Japan**

Member of Nintendo in Japan  
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 Member of Nintendo in Japan




**Early Devices**

- In 1971, Nintendo started using the term "video game console" (instead of "television game machine") to describe their products.
- They started to use the word "video" to describe their products.
- They started to use the word "console" to describe their products.




**Start of the Game Industry**

- In 1972, Nintendo started using the term "video game console" (instead of "television game machine") to describe their products.
- They started to use the word "video" to describe their products.
- They started to use the word "console" to describe their products.




**Timeline of Nintendo Releases**



**1982-1984**

- In 1982, Nintendo released the Game Boy, a handheld video game console.
- In 1983, Nintendo released the Super Mario Bros. game for the Nintendo Entertainment System.
- In 1984, Nintendo released the Game Boy Advance, a handheld video game console.

**Donkey Kong**



**Nintendo vs. Sega**

- Nintendo started off as a card company in Japan.
- They started to use the word "video" to describe their products.
- They started to use the word "console" to describe their products.

**Bibliography**

- 1. Nintendo: The Legend
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**About the Company**

- Founded in 1889 in Japan.
- Started as a card company in Japan.
- Started to use the word "video" to describe their products.
- Started to use the word "console" to describe their products.





## About the Company

- Founded in 1889 by Fusajiri Yamauchi
- Largest video game company by revenue
- Oldest video game company in the world, although it didn't start as a gaming company until the 1960's
- English translation - "leave luck to heaven"
- Has sold over 655 million hardware units and 4.12 billion software units
- Tried several niche market businesses, such as cab services and vacuum cleaners, but they all failed



## Hanafuda Cards

Japanese card game



## Nintendo As a Card Company

- Nintendo started off as a card company in 1889
- Hand-crafted artwork was used in their first card game called Hanafuda, which was really new for the Japanese, and it became very popular
- They made a deal with Disney to put their characters on their cards, was very successful and sold 600 000 card packs in one year
- Because of its popularity, they started to hire people to mass produce them

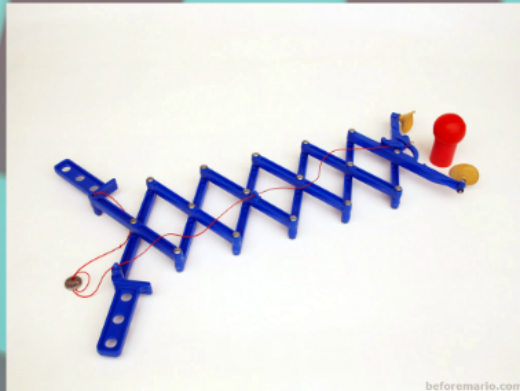


## 1962-1968

- Made the company public on the Osaka Stock Exchange in 1962
- In 1963, Yamauchi renamed Nintendo Playing Cards Co. to Nintendo Co..
- Between this time period, they experimented with many other areas of business, such as food, love hotels, taxi services, and a tv network, all failing and lowering the stock price from 600-60 yen (\$6.31-0.63)

# Nintendo Toy Industry

- In 1966, Nintendo created the "Ultra Hand", which sold over a million units and brought Nintendo into the toy industry
- Although they manufactured some successful products, they fell behind bigger toy companies such as Bandai and Tomy



# Laser Clay Shooting System

- In 1973, Nintendo started using the laser clay shooting system (arcade games with light gun technology)
- They released these arcade machines in places like bowling alleys
- These games were eventually disbanded because of their high expenses, but this helped them find their place in the video gaming industry

