



by Mr. Pat

## History of the Company



**Hanafuda** cards, or *flower cards*, have 12 different suits by month of the year and have symbols instead of numbers.

Nintendo is a well-known Japanese video game company. It also makes **consoles** (kuh-n-sohls). Consoles are video game systems that let you play games on a TV or in your hands.

Nintendo started to make video games in 1970, but the company was first **founded**, or created, way back in 1889. *Fusajiro Yamuchi* (*Foo-sa-jee-roh Ya-moo-chee*) was the **creator** of the Nintendo name. He began this company as a *hanafuda* (ha-na-foo-da) card company.

First, the company sold different products and **services** including a taxi cab service, hotels, toys, a TV network, and even instant rice. When the company became a video game company in the 1970s, *Shigeru Miyamoto* (*She-geh-roo Me-ya-moe-toe*) got a job there, and he created Donkey Kong and Mario.

*Miyamoto* also invented the D-pad button for the game controllers. For example, a game controller is the thing with the buttons that you hold in your hand. The D-pad button is the button usually on the left of the controller that you touch with your thumb. It is the plus “+” shaped button that can move up, down, left, and right.

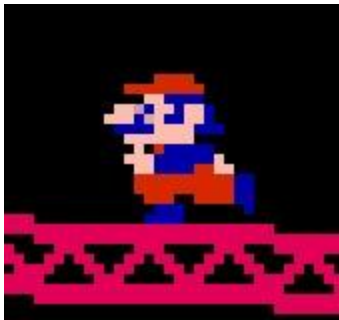


“Leave luck to Heaven,” is the translation of the name Nintendo, the company which tried everything and worked hard to become so successful.

## Famous Nintendo Franchises

Nintendo has many famous **franchises**. A franchise is a group of products with the same characters. The characters and games in a franchise are **IP**. For example, the most popular Nintendo franchise is Mario. Mario was created by *Shigeru Miyamoto*. Other famous franchises include The Legend of Zelda, Metroid, Pokémon, and Donkey Kong.

**IP: Intellectual property, IP for short, is something that somebody created or invented and nobody is allowed to copy it.**



Jumpman in 1981.

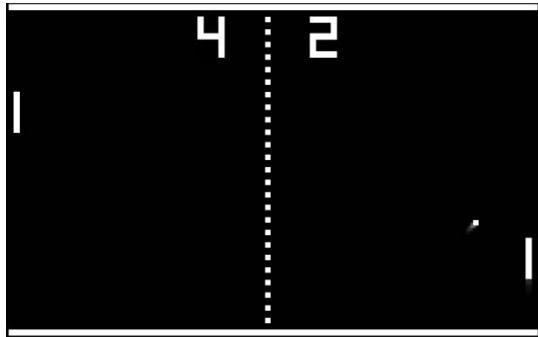
The first time anyone saw Mario, he was a little man who was jumping around in the game *Donkey Kong* from 1981. At that time he was called “Jumpman.” Now Mario is in over 200 games, TV shows, movies, comics, and many *many* toys. That is a large franchise.

Mario lives in the Mushroom Kingdom with his brother, Luigi, and his friends Princess Peach, Toad, and Yoshi. There are many other characters that are a part of the Mario franchise. Mario is in many different types of games: sports, puzzle, racing, baseball, soccer, strategy, fighting, golf, and others. Games that have Mario in them have sold more than **500,000,000** copies. People think that the Mario franchise is worth more than \$10 billion.

Gamers around the world can recognize Mario very easily. Mario is so famous that the **Prime Minister** of Japan dressed up as Mario at the end of the 2016 Olympics in Rio. He was there to take the Olympic flag for the Tokyo 2020 Olympic Games.



# Nintendo Consoles



Pong was one of the first video games.

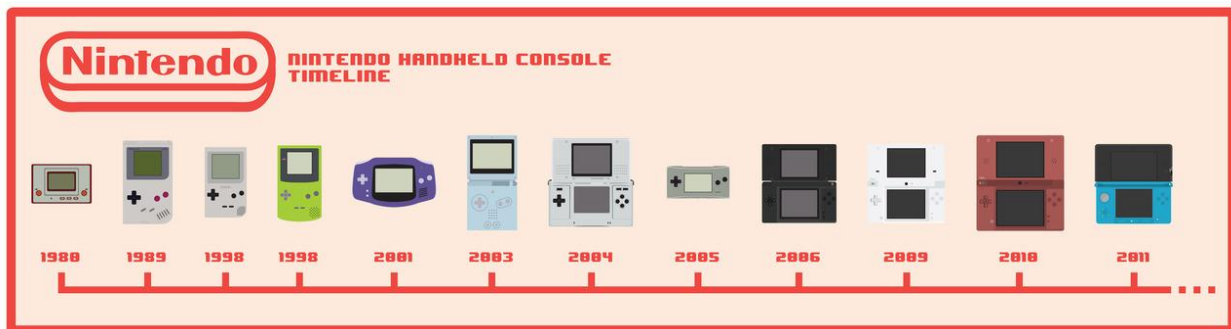
The Nintendo company made its first console, the Color TV-Game 6, in 1977. It had six different ways to play one of the first video games created, *Pong*. *Pong* was a simple game. It was a video game of Ping Pong without the net. The game had two short lines on the left and right of the TV screen. You could use the controller buttons to move the lines up and down to hit a little ball across the screen.

It was Nintendo's NES (Nintendo Entertainment System), which was sold all over the world in 1985, that started Nintendo's success. The game *Super Mario Bros.* came free with the NES. After that, Nintendo released five more home consoles. Nintendo will **release** its sixth console in 2017.



Nintendo released six home consoles from 1985 to 2012. In 2017 it will release its seventh.

Nintendo also created multiple mobile game consoles that you could carry with you when you go out. The first successful mobile console, the Gameboy, was only black and white. It was released in 1989. The most recent mobile console is the 3DS, which can display 3D pictures without using 3D glasses.



Nintendo started making portable gaming consoles in 1988. The first portable console only had one game on it.

# The Future of Nintendo

Nintendo is famous for making games that *only* work on Nintendo consoles. But this year, Nintendo finally started to release games for iOS, which is for iPhones and iPads. Nintendo also plans to make more games for iOS and other phones.



Super Mario Run for Mobile Phones released December, 2016.



Pokémon Go for mobile phones released July, 2016.

In 2016 Nintendo released *MiiTomo*, *Pokémon Go*, and *Super Mario Run*. Nintendo's iOS games are **F2P** (free-to-play), but they have in-game stores that let you spend real money to buy in-game things. In 2017 Nintendo plans to release an *Animal Crossing* game and a *Fire Emblem* game on iOS. *Animal Crossing* and *Fire Emblem* are popular game franchises from Nintendo consoles.

But the biggest release of the year is a new console, the Nintendo Switch. It is both a home console and a portable console you can bring with you. It looks like the Switch can be played in many different ways. Look how the controller can change. The company that does not leave luck to heaven will try any new and interesting idea to become successful in the future.

*An F2P game is one you can download and play for free.*



Nintendo Switch to be released Spring 2017.

## Glossary

**consoles** – a computer that is made to only play video games; there are home consoles for the TV and portable consoles to carry with you

**creator** – a person who made something

**F2P** – (free-to-play) a game that you can download and play for free

**founded** – when something that is not alive was made

**franchises** – a group of products with the same characters or ideas

**hanafuda** – a type of cards to play games with

**IP** – (intellectual property) and idea, game, or movie, (not something you can touch) that a person created or made and you cannot copy it

**Prime Minister** – the leader of a country; Japan has a Prime Minister, America has a president

**release** – when a book, movie, or video game is shown to the world so you can buy it

**service** – when somebody does something for you and you pay them for it

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