# Technology advance and game design concept make Nintendo`s game more interesting

公共演讲

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## Part1：The way to expand the classic IP

Dear listeners, good morning! Today, I will take you to a world of creativity, passion and classics. As one of the most famous game developers in the world, Nintendo has always been known for its unique game IP. Today let`s start from the most famous IP, From Mario to the Pokemon, these classic characters not only accompanied our childhood, but also shaped the development of the entire game industry. So, let's explore how Nintendo expanded these IP to make them an immortal legend.

(Mario part)Mario is Nintendo's number one mascot. Mario has become a diverse IP from platjumping to racing, party, puzzles, SPG and RPG. These games have not only achieved great success in sales, but also affected the development of the entire game industry. Mario's success tells us that only creativity can make an IP shine in different fields.

(Pokemon part)Pokemon is one of Nintendo's most successful IP projects. From the original Game Boy games to today's animation, comics, cards, toys and film and television works, Pokemon has become a comprehensive entertainment brand. Its rich worldview, cute characters and deep emotions make it a memory of generations of players. Nintendo is not only content with the game itself, but also with new Pokemon titles that will make the IP continue to grow in different fields.

Part2:Special hardware innvation

(Game boy Pocket)In 1996, Nintendo redesigned the Game Boy and introduced the Game Boy Pocket. The console is lighter and more stylish than the original Game Boy, and has the screen in black and white instead of the traditional big green screen. This simplified and streamlined design makes Game Boy Pocket a generation classic. And added a cross button that looked very trendy at the time, allowing the Game Boy Pocket to be fully folded into the customer's pocket, more portable.

(Wii remote control) (Wii Remote) is a disruptive design. Not only is it a game controller, but it also has motion-sensing and infrared features. This allows players to play in more natural and intuitive movements, such as waving a remote control to play tennis or fencing. This innovative design makes the Wii a popular choice for home entertainment. It also paved the way for a more advanced switch Joycon handle.

Nintendo switch:

Variable form: The Switch is a hybrid host that can be switched to home mode or portable mode at any time. You can plug the host into the base, connect it to the TV, or remove the Joy-Con gamepad to play games while out.

Independent screen: The Switch console comes with a 6.2-inch touch screen, a separate, portable gaming device. You can play games on a bus, in a coffee shop or in bed without a TV or other external device.

Social games: Switch supports multiplayer games, where you can separate the Joy-Con controller and play with friends. This social gaming experience is unmatched by other consoles.

Unique to the Joy-Con handle:

Removable design: The Joy-Con handle can be removed into two separate controllers. You can do them with one hand or connect them to the console to become a traditional game controller.

Motion sensing: Each Joy-Con controller has a built-in accelerometer and gyroscope for motion-sensing games. For example, you can wave Joy-Con to play tennis, fencing, or play other motion-sensing games.

HD vibration: The Joy-Con handle is very fine and can simulate different touches. In Breath of the Wild, for example, you can feel the vibration of the arrow

Part3:The unique game design

The Legend of Zelda series Innovative Open World: The Legend of Zelda series is known for its open world. From the earliest red and White Machine era to the current Legend of Zelda: Breath of the Wild, players can freely explore the vast map, discover hidden secrets, puzzles, fighting monsters, and interact with various characters. Unique puzzle design: The puzzle design in the game is very clever. Players need to use logical, physical, and environmental interactions to solve various problems. This unique puzzle style makes the player feel challenging and satisfied. Fitness Ring Innovation: Fitness Ring is an innovative product that combines games and fitness. Players work out through the ring controller to complete various tasks and challenges. This design, which combines gameplay and health elements, is refreshing. Animal Forest simulates life Experience: The series allows players to play the role of village residents, interact with other animal residents, build houses, plant plants, fish, catch insects, etc. The time in the game is synchronized with the real time, allowing the player to experience the real daily life. Lovely character design: Animal residents have a lovely appearance and unique personality, so that players have a sense of intimacy. The Spra's Escape series is a graffiti-style shooting game, in which the player plays as an ink man and fights with graffiti weapons. The map design in the game is unique, full of creativity and surprise. In short, Nintendo's game series is loved by players for its unique gameplay, innovation and diversity. Whether it's exploring the mysterious world of Zelda, or playing with friends at parties, these classic games have become our wonderful memories.