Nintendo Switch game console to launch in March for $299

The Nintendo Switch video game console will sell for about $260 in Japan, starting March 3, the same date as its global rollout in the U.S. and Europe. The Japanese company promises the device will be packed with fun features of all its past machines and more. Nintendo is promising a more immersive, interactive experience with the Switch, including online playing and using the remote controller in games that don't require players to be constantly staring at a display.

Nintendo officials demonstrated features such as using the detachable remote controllers, called "Joy-Con," to play a gun-duel game. Motion sensors enable players to feel virtual water being poured into a virtual cup.