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## Get ready for a switch, Nintendo unveils its new gaming console

Nintendo's new Switch console will allow gamers to "switch" between home and handheld gaming on the go

Kyoto, Japan, Nov 22<sup>nd</sup> 2016. Nintendo has yet again decided to change the face of the gaming industry by introducing the Nintendo Switch. The Nintendo switch is a combination of high quality graphics from home consoles and the ultra-portability of handheld ones. Gamers will soon be able to have a console level experience everywhere.

After a long-absence without many 3<sup>rd</sup> party games with the release of its Wii U console, Nintendo has returned with 50 3<sup>rd</sup> party developers; more than double the previous console. In its reveal trailer Nintendo presented big third party titles, such as "NBA 2k17" and "The Elder Scrolls 5: Skyrim", titles which were unseen on the Wii U. Popular first party titles such as "The Legend of Zelda" and "Super Mario Brothers" will be available on or close to launch date.

Reggie Fils-Aimé, the President of Nintendo of America stressed Nintendo's renewed commitment to developers and states that the Nintendo Switch "gives game developers new abilities to bring their creative visions to life by opening up the concept of gaming without boundaries."

The Nintendo Switch console is an ultra-portable tablet with a 6.1-inch screen, and two controller attachments. To stress the fact that it is dedicated to delivering console like performance, Nintendo has partnered with NVidia, a graphics card producer, to produce a custom graphics chip for the console. The chip is based on NVidia's mobile device graphics line, Tegra, a custom processor designed for light battery use while optimizing on graphics and

performance. Battery usage is one of the most important factors on a handheld console, and working to have a high battery life shows that Nintendo has renewed its commitment in giving the best experience to gamers.

The Nintendo Switch utilizes a unique docking system that allows players to connect the tablet console to a television. All titles on the Nintendo Switch will run in portable and console mode without disparity in graphics. The Joy Con controllers, like the Switch tablet itself can alternate between portable and console mode. In console mode, the two pieces of the Joy Con append to a Joy Grip attachment to create a controller more familiar to console gamers. In portable mode, the Joy Con slides off the Joy Grip and can be attached to both parts of the Switch tablet.

Another innovative feature of the Nintendo Switch is the extra attention to multiplayer games. The two pieces of the Joy Con can be used as two separate controllers should the desire for multiplayer gaming arise while away from home. All multiplayer games will natively recognize the two Joy Con controllers, removing the need to buy additional controllers or fumble around with difficult attachments. Cooperative gaming has always been important to Nintendo and is now made easier and cheaper with the Joy Con.

#### About Nintendo:

Nintendo was founded as a playing card company in 1889, and since then has strived for innovation in the gaming industry. With the release of the Nintendo Entertainment System in the 1980's, Nintendo re-vitalized the gaming industry from a fatal crash. Since then, Nintendo has delivered high quality products such as the Nintendo Wii and Nintendo DS. Both consoles have gone on to become one of the best-selling consoles in the history of video games with over 100

million and 145 Million units sold respectively. Nintendo is strongly committed to producing and marketing the best products and support services available.

Nintendo's mission statement is:

“At Nintendo we are proud to be working for the leading company in our industry. We believe it is essential not only to provide products of the highest quality, but to treat every customer with attention, consideration and respect.”

The Nintendo Switch will be available November 22nd 2016. More information can be found at [www.nintendo.com/corp/](http://www.nintendo.com/corp/).

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