

Nintendo Launches the Nintendo Switch

Get The World's First Hybrid Console For \$299

Redmond WA, 22nd November, 2017 - Nintendo has just released their latest console: the Nintendo Switch. The Switch gives gamers of all ages the opportunity to play on a hybrid device that is both a portable handheld and a traditional TV console. This sets up the Nintendo Switch as the successor to both the 3DS XL (2012) and the Wii U (2012).

The philosophy behind the Nintendo Switch was to make a console that you can take anywhere you want to go and to play it the way that you want to. This was accomplished by having the console be a dockable tablet with removable controllers, known as JoyCons. This allows for the following play styles:

- Handheld, hold the tablet with the JoyCons attached and play on the go.
- Tabletop, remove the JoyCons from the tablet and set the tablet on a surface or prop it up with its kickstand and play from a distance.
- Docked, place the JoyCons in the Grip and place the tablet in its dock, with the dock attached to a TV you will be able to use the Switch on the big screen.

It is possible to *switch* between these three modes directly, so you can go from playing docked to handheld just by taking the Switch out of the dock without having to set anything up or pausing your game. This kind of hybrid behavior has never been attempted before in a large scale console by any manufacturer before. If you are playing the latest Zelda game you won't have to leave it home on the bus to school or the train to work, the Switch goes where you do.

You'll find that the Switch is ready to use out of the box, besides games. In the box you will receive the console itself, a dock that connects via USB-C, two JoyCon controllers with straps, and a JoyCon Grip. The tablet has two front facing speakers, a 6.2" touchscreen, 32GB of internal storage, a 4310 mAh battery, a MicroSD card slot, a USB-C port, a headphone jack, and a kickstand. The display on the tablet can output at 720p 60FPS and 1080p 60FPS over the dock.

As for the internal hardware found in the Switch we are looking at a big upgrade for Nintendo. Those familiar with NVidia will be glad to hear that the device is powered by a custom Tegra X1 Maxwell processor. The JoyCons both have accelerometer and gyroscope sensors, Bluetooth, and HD Rumble. HD Rumble is a vibration engine powered by the same kind of linear actuators seen on newer iPhones. The right JoyCon also includes an NFC reader and a motion IR camera.

While the Switch is an impressive piece of hardware what Nintendo is most known for is its games. Reggie Fils-Aimé, current president and CEO of Nintendo of America describing the latest Mario game at E3 2017 said "The game is fun...The game is a battle, if it's not fun why bother? If it's not a battle...Where is the fun?". While it might seem obvious to most, many modern day gamers know that new games have focused on the cinematic experience and graphical fidelity and forgotten how important it was for games to be fun. This spirit of "games first" at Nintendo is why the Nintendo Seal of Approval is still among the most respected symbols in gaming.

About Nintendo

Nintendo has been making video game consoles since 1985 and has been instrumental in the modern revival of the industry ever since. More information about the Nintendo Switch can be found at <https://www.nintendo.com/switch/>, the Public Relations team can be reached at <http://www.nintendo.com/global>. At Nintendo we are proud to be working for the leading company in our industry. We are strongly committed to producing and marketing the best products and support services available. We believe it is essential not only to provide products of the highest quality, but to treat every customer with attention, consideration and respect. By listening closely to our customers, we constantly improve our products and services.

By: Siddharth Mangalik