



Nintendo Switch: A Revolutionary Gaming Console for On-the-Go Play and At-Home Play All in One Box

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"Switch and Play"- Play Anywhere, Anytime, with Anyone on the New Nintendo Switch

Tokyo, Japan— Early Friday morning at a brief press conference, Nintendo revealed their new gaming console the "Nintendo Switch". Nintendo hadn't released a new console since the "Wii U" in 2012 which had less than spectacular sales. Nintendo says they have high hopes for the Nintendo Switch as it appeals to a much wider audience than the Wii U. The Nintendo Switch will mainly target casual gamers, and will be released on March 17, 2017 for \$299.99 along with the highly anticipated game *The Legend of Zelda: Breath of the Wild*. Nintendo currently has 80 games in development for the Switch including some updated versions of Wii U games. Nintendo will also be launching their new online game play subscription Nintendo Online for \$4.99 per month alongside the release of the Nintendo



One Console, Six Different Ways to Play

The Nintendo Switch has a unique design, the console which comes in the form of a tablet can be docked to a TV, or be detached and played with a set of "JoyCon" controllers. The Switch can be played several different ways; as an at home console attached to the included docking station, handheld with the JoyCons attached, handheld with the JoyCons detached for single player use, handheld with the JoyCons detached for multiplayer use, detached with the kickstand on the back of the Switch extended with the Joycons enabled for single or multiplayer use, or detached without any JoyCons or controllers. The Switch also comes with a docking station where you can attach your JoyCons for a more traditional controller like feel, or you can opt to buy a traditional controller like Nintendo's "Nintendo Switch Pro Controller" separately. The Nintendo Switch has a touch screen and motion detection which allows the console to be played without any controllers by using motion detection much like a Wii remote. The Switch will be available with JoyCons in two colors, grey and red and blue. It will come with 32 GB of internal storage which can be expanded by using a micro SD card, and it will have a battery life that ranges between 2.5 to 6 hours depending on the game played.

"The Switch is a console made for these times. I can get lost in a game's rich narrative while holding the console under a pile of blankets, or I can plug it into its TV dock to get a full view of the world I'm exploring (and feel like I accomplished something that day by leaving my bed)."

- Sasha VanHoven, *Wirecutter*

"The Switch isn't just the most versatile console out right now — it's also one of the cheapest. Even if you do manage to track down a PS5 or Xbox Series X, you'll be paying up to a hefty \$499 for one of them. Meanwhile, the standard Nintendo Switch goes for a more reasonable \$299."

- Michael Andronico, *CNN underscored*

"The Nintendo Switch is a remarkably ambitious, clever game system concept that manages to live up to its promise of convenient switching between home console and gaming handheld. The Joy-Cons are smart, modular controllers that let the system work in a variety of ways, and the Switch itself has enough graphical power to run the best-looking Zelda and Mario games yet."

- Will Greenwald, *PCMag*





Where to Purchase and What Comes in the Box

The Nintendo Switch will be available to purchase for \$299.99 on the Nintendo website and other retailers such as Target, Bestbuy, Gamestop, and Walmart. Nintendo Switch games will also be available for purchase alongside the Switch for prices ranging from \$39.99-\$59.99. Additionally the new Nintendo Switch online play service, Nintendo Online, can be subscribed to for \$4.99 monthly on the Nintendo website or through your Nintendo account. Nintendo Online will allow you to play certain games online with other players around the world, and include an exclusive collection of classic Nintendo games. The Nintendo Switch will include a docking station, 2 JoyCons, and a JoyCon attachment. Additional JoyCons and the Nintendo Switch Pro Controller will be available for purchase separately for \$79.99 and \$69.99 respectively.

About Nintendo

Nintendo is a major Japanese multinational video game company. Nintendo was established in 1889 in Kyoto, Tokyo. Nintendo's legacy started when they began making hanafuda playing cards and has since branched out to include whole worlds that have been created through the medium of video games. Nintendo's chief mission is to make everyone smile and they do this by creating new innovative and surprising games and gaming consoles that can be enjoyed by everyone all over the world.



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