



# THE FUTURE OF NINTENDO

Satoru Iwata, CEO



# COMPETITORS

Today

portable systems	home systems
	<b>SONY</b> <b><i>Microsoft</i></b> <sup>®</sup>

# COMPETITORS

Tomorrow

portable systems	home systems
	

Apple TV with  
HD games



# WHY EVERYONE GOES APPLE ?

Easy

Social

Fun

\$0.79

# 2012 STRATEGY

- Open the Nintendo ecosystem to all developers
- Build a super-easy shopping & word-to-mouth experience
- Find unique gimmicks

# OPEN THE NINTENDO ECOSYSTEM

- We should welcome garage-developers on our platforms
  - 10% for Nintendo / 90% for the developer
  - 100% software dev kit
  - Easy dev kit, fully documented, dev community
  - Game events/competitions with prizes for developers
  - Suggested prices: \$2, \$4, \$6, \$10
- We should be more attractive for pro developers/editors
  - 20% for Nintendo / 80% for the developer/editor
  - Lower royalties on boxed distribution, to aim \$30 boxed games
  - Cooperation on mass promotion



# EASY E-SHOPPING

- We need to simplify the shopping experience
  - One-touch action to buy an e-shop game
  - Faster access to the e-shop : massive use of SpotPass caching
  - No more Nintendo Points : you will just pay what you buy
  - All new intuitive UI
- Bring confidence for online shopping
  - Account-based purchases
  - Possibility to lend a game to another player (at no cost)
  - Possibility to sell a bought game to another player, with a very small commission
- Promo codes for editors/RP

# FIND UNIQUE GIMMICKS

- Fun use of mainstream technologies
  - NFC for another kind of augmented reality
  - Another announcement to be made soon
  - Expect something about «how to lower stress» in 2012
- We will bring new kinds of family/friends interactions
  - Expect us to bring some kind of a funny social network, SwapNote is just the beginning
  - Expect games you play even when you are not in front of your system
- We will bring back popular Nintendo IP soon



# ONE MORE THING

- We consider publishing popular Nintendo IP demos on the iPhone

THANKS