

Nowadays, video game companies work tooth and nail to produce a machine that will completely blow away consumers. It's along these lines that developers get so wrapped up in the look of the game, rather than the game play itself. Presently, the Microsoft Xbox 360 and Sony Playstation 3 ride on the wave of HD graphics and game engines to make every aspect as realistic looking as possible, while the Nintendo Wii lacks High Definition and game engines used by it's competitors. Simple question. Why? Why is the Nintendo Wii using lower resolution graphics, less realistic features but *is selling more* than it's powerhouse competitors? Innovation. Nintendo's stride to refine the past and reinvent the future is it's recipe for surviving more than 20 years in a market, and more than 100 years since it's infancy in 1889.

Fusjiro Yamauchi had a knack for creating recreational activities and created a set of playing cards, later introduced into the US in 1907. Yamauchi crowned the organization "Nintendo Playing Cards Company, LTD" and by 1959, it went public on the Osaka and Kyoto Stock Exchange in Japan, garnering more revenue for its product. After successful franchises connecting their playing cards to new board games, they decided to work and create new arcade games worldwide. In 1978, Nintendo's Donkey Kong became a hit, rivaling the likes of Pac-Man and Space Invaders. Still unfinished, Nintendo wanted to bring video games into family house holds, releasing the Famicom in Japan in 1980. The Famicom was such a hit; finding homes in 35% of family households.

However, back in the US, video game systems such as Atari were at the end of their days. Poor products released by third party and non-licensed developers plagued the system, and soon overcame the amount of good games released. Video game sales plummeted and the entire market was thought to be a "fad".

Unaware of the global standpoints, Nintendo released the Nintendo Entertainment System (NES, the American Version of the Famicom) for American Markets in 1985. Companies laughed at Nintendo's "ignorance" of the current market they were entering, and figured the company to go out of business. However, it was they who were ignorant of Nintendo. Nintendo's motto was "Quality, Not Quantity" and a strict license was created to restrict the amount of games that would be released to consumers. Games had to pass a rigorous test to prove them profitable, and only these games received a Nintendo Seal of Quality

to protect its buyers. Nintendo surprised ex-competitors, surpassed their sales, and secured video game's existence. In the market's worst days, Nintendo did its best, controlling the entire market for themselves and racking in large amounts of revenue.

From 1985-1991, Nintendo controlled 80% of the market. Competitors such as Sega began to rival the companies' sales, taking what Nintendo offered, tightening the sound and graphics selling them for the same price. By 1994, Nintendo struggled to defeat Sega in sales, but had a trick up their sleeve. Playstation had just entered the arena with 3D rendered graphics, and while Nintendo was only selling 2D machines, it had been in the process of perfecting the Nintendo 64, a 3D rendered machine that would, like the NES, change the way games were played. While Playstation had 3D graphics, its game play was still 2D and on rails, and Nintendo knew it. The N64 was released after 2 more years of perfection in 1996, releasing games that let characters roam virtual worlds whenever, wherever and in any direction they wanted to go. They produced games that had a world of its own, rather than levels that went in a certain order. In the company's first 6 months, it sold over 2 million copies, challenging the Playstation's Power and leaving Sega behind.

However, in the next generation of video game consoles, Nintendo met disaster. The Microsoft XBOX and Sony Playstation 2 offered high quality graphics, crystal clear soundtracks and intensive online multiplayer match ups. Nintendo's GameCube trailed in last place, only offering good games, but nothing else. Nintendo had let up on their motto of innovation and paid a terrible price for it. Years after, Microsoft and Sony planned a release for their next gen consoles, boasting them to be the ultimate video game experience. Nintendo kept quiet during this time, leading people to think the company had gone way under and would soon only produce video games rather than systems. In 2005, the Xbox 360 was released and was in the lead of the competition, the PS3 scheduled for release next year. However, Nintendo busted back onto the scene with the Wii, doing what its competitors had promised to do, but didn't. Using motion controls and sensors, Nintendo changed the way video games could be played, and became a phenomena. In September 2008, Wii led the competition with 34 million consoles sold, Xbox 360 with 22 million, and The PS3 with a measly 16 million.

Nintendo's key ingredient is the fact it doesn't base its games and consoles by hardware, but by the sole fact of the games being fun, and innovational. The company treats its employees with the same respect to their consumers, creating an easy-going environment to which talented individuals work as a team to create something way beyond standards. With this attitude, Nintendo restored the videogame market in 1985 and took back control in 2006. With their same recipe but new ideas, Nintendo is the most widely accepted video game company on the globe, and plans on pursuing it's title, giving more to the consumers than it's competitors ever will.