



Nintendo Wi-Fi Connection

- Game publisher Nintendo's first official entry in the world of online video gaming
- Play against close friends or random players around the world over IEEE 802.11
- Series of public Wi-Fi hubs and residential wireless broadband connections provide access
- Master servers maintained by Nintendo
- Service architecture maintained by IGN Entertainment
- For use with Nintendo DS and Nintendo Revolution game systems

Service Types and Fees

- Three levels of service
 - Play against random players chosen by the system based on skill level
 - Play against known friends through an approved “buddy list”
 - Download game content (new levels, new items, etc.)
- Gameplay access is free for Nintendo-published titles; third-party publishers may charge a fee
- Downloadable content available for a fee
- Aims for transparent access; users need not configure anything manually by default

Scheduled Launch Titles

- Nintendo DS
 - *Mario Kart DS* (November 2005)
 - *Tony Hawk's American Sk8land* (November 2005)
 - *Animal Crossing: Wild World* (December 2005)
 - *Metroid Prime Hunters* (January 2006)
- Nintendo Revolution
 - *Super Smash Bros. 3* (working title; TBD 2006)
 - Nintendo "Virtual Console" offers downloads of classic titles dated 1985-2000 (2006)



Mario Kart DS

Why Study Nintendo Wi-Fi?

- Chance to explore a service from first public announcement to launch date
- Familiar topics take on new features
- Service has potential to reinvent online portable and console gaming
- Potential for free service and accessible technology to expand gaming demographic
- Firsthand experience and developer access
- Nostalgia

Topics To Explore

- Process of connecting to service and joining a game
- Process of “buddy list” setup
- Security precautions
- Future features
 - Voice chat / IP telephony
 - Web browsing and e-mail
 - Simple text messaging (*PictoChat*)
 - Downloadable game demos
 - Downloadable media content for use with Nintendo Play-Yan multimedia peripheral



Firsthand Experience

- Advanced Media Network editor
- Attended E3 in May 2005
 - Present at announcement press conference
 - Played upcoming launch titles on early iteration of network
 - Spoke to developers and representatives regarding service
- Direct access to service technical information
- Maintain working relationship with Nintendo



Nintendo's exhibit at E3 2005

