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Nintendo Wii

[Another Wii Shortage Is Expected This Winter](#)

Just like in the previous two years, Wii might not be enough

Christmas might still look far away for some people, but game developers, publishers and console manufacturers are already making plans for the holiday season, since it is by far the most profitable time of the year. Such high sales are recorded that supply usually doesn't manage to meet demand - that's a known fact and companies never seem to be prepared for that. Ever since the launch of the phenomenon called [Nintendo Wii](#), the Japan-based manufacturers had supply problems - both during Christmas 2007 and Christmas 2006 there were few - if any - places where one could buy a Wii as a Christmas gift. It seems that we might encounter the same problem, since Nintendo's CEO Satoru Iwata warns that we could have another year without enough consoles in stock. "We are really intending to increase the shipments to the US, especially compared to last year," revealed Iwata, speaking to Forbes. "However, I can't give you a 100 per cent commitment [that you'll be able to find a Wii this holiday season]. What I can commit myself to is that Nintendo is going to do its best to supply as many Wii hardware units as possible in order to meet demand there." The company did its best last year, too, since we really doubt anybody from Nintendo would say no to extra income. And when we hear that the firm plans to produce 2.4 million Wiis per month (to be shipped worldwide) this Christmas, we're worried: start producing more, Nintendo! According to Nintendo of America's boss Reggie Fils-Aime, a Wii console lasts just an hour on retail shelves before being bought. Just imagine how fast these things will sell during Christmas. Are we going to turn into a Wii-world? Very possible, since we already have the [Mii cards](#) available.