

By: Sander Sef 2006, Games Editor

## **"Wii Could Be the Most Popular of All Time"**

### *Nintendo welcomes women and the elderly into the Wii gaming world*

PlayStation 2 is the undisputable leader of the current generation consoles in terms of sales and availability, yet all this is about to change once PS3 and Wii hit the market. This means all-out war, with Sony and Nintendo waging the next big battle in the campaign for console domination. Famitsu always was a neutral observer in this respect, yet things are about to change. According to Enterbrain president and Editor-in-Chief of Famitsu, Hirokazu Hamamura, Wii is coming to power and none can stand against the tidal wave: "Wii definitely could become the most popular console of all time. Non-gamers can see how fun it is just by looking at people playing it, and that's very different from the PS3 or Xbox 360." Should we take a look at the huge success the DS is enjoying at the moment, it appears that Nintendo has a great hit in the making with Wii. Nintendo's Wii will compete with Sony's PlayStation 3 and Microsoft's Xbox 360 for a bigger share of the \$20 billion global game-console market, which the Kyoto, Japan-based Company, hasn't led since 1994. The Wii-mote packs enough innovation for Nintendo not to rely on new game concepts and simply focus in previously unexplored areas of fun. In addition, Wii is the first machine that has the potential of bringing internet to your TV set. Maybe the next-gen stands for next generation television instead. What's their secret? "We want to appeal to mothers who don't want consoles in their living rooms, and to the elderly and to young women," Nintendo President Satoru Iwata said in an interview. "It's a challenge, like trying to sell cosmetics to men." The fresh varieties of programs include "Nintendogs," through which users own a virtual puppy, and the quiz challenge for the elderly - "Brain Age: Train Your Brain in Minutes a Day!" that previously introduced the DS to a wide array of non gamers.