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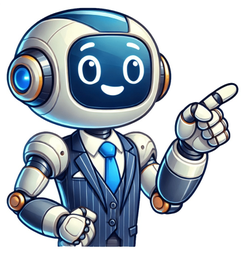

Download Article A user-friendly guide to jailbreak your Wii and play games without the disc Download Article Are you trying to download and play games on your Wii without a disc? As long as you have the classic Wii (and not the Wii U), you'll be able to play any of your available games on a USB flash drive. Playing a game from a USB drive requires you to install the Homebrew Channel on your Wii, which voids your Wii's warranty and violates Nintendo's terms of use. After you've installed all of the necessary items, you'll be able to burn a disc's contents onto your USB flash drive, making it playable without the disc. This wikiHow guide will show you how to play Wii games from a USB flash drive. Format a USB drive as FAT32 or MS-DOS (FAT), empty the Wii drive, and install Homebrew. Create a Wii flash drive. Download IOS236, cIOSX Rev20b, and USB Loader GX channel. Do not turn the Wii off while installing. Plug the USB in and run USB Loader GX. Insert a game to burn onto the USB, and then select "Install". 1 Make sure that you have the correct equipment. You'll need the following items for this task:[1] SDHC card - A large SD card of up to 8 gigabytes is needed to install Homebrew and perform other file-based tasks. USB flash drive - This is the drive on which you'll install and store the games. Wii remote - If you have a newer (non-white) model of Wii, you'll need a generic Wii remote to help with the installation. 2 Format your USB flash drive as FAT32. To do so plug in your flash drive. Open the File Explorer, right-click the drive, and click Format. Select FAT32 (or MS-DOS (FAT) on a Mac) in the "File System" sections. Keep in mind that formatting a USB flash drive will erase its contents, so back up the contents to your computer or another USB flash drive if necessary. Advertisement 3 Empty the Wii's disc drive. If there is currently a disc in the Wii, eject it before proceeding. 4 Connect your Wii to the Internet. Your Wii will need a network connection in order to install the bulk of the USB tool's files. Open Wii Settings and select Wii System Settings. Click Internet. Click Connection 1. Select your network and enter the password. 5 Install Homebrew on your Wii. If you haven't yet installed the Homebrew Channel for your Wii, you'll need to do so before proceeding. The Homebrew Channel allows you to install custom modifications, one of which will let you play games off of a USB flash drive. 6 Format your SD card. Once you've installed Homebrew with the SD card, you'll need to wipe it clean so that you can use it for the USB installation files. The easiest way to do so is by formatting the SD card. As with the USB flash drive, choose FAT32 (or MS-DOS (FAT) on a Mac) as the file system. Advertisement 1 Use a Windows computer for this part. Unfortunately, you cannot format correctly your USB flash drive for Wii use on a Mac. If you don't have access to a Windows computer, try using one at a library or borrowing one from a friend. 2 3 Go to the WBFS Manager download page. The following links are for the 64-bit and 32-bit versions of WBFS Manager for Windows: WBFS Manager 64-Bit Windows WBFS Manager 32-Bit Windows 4 Click Free Download. It's the green button in the upper-right corner. Watch out for any add pop-ups and be careful not to click any download links to software you didn't intend to download. 5 Click Start Download. It's the green button in the center of the page. Doing so will download a ZIP folder containing the setup file for WBFS Manager. 6 Open the ZIP folder. Double-click the downloaded ZIP folder to open it. 7 Double-click setup.exe. It's in the ZIP folder. Doing so will open the setup window. Make sure you install .NET before you set up the program. 8 Install the program. Use the following steps to install WBFS Manager: Click Next. Click Browse to select an install location (optional). Click Next. Click Next. Click Yes. Click Close. 9 Plug your USB flash drive into your computer. The USB flash drive should fit into one of the rectangular USB ports on your computer. 10 Open WBFS Manager. Double-click the WBFS Manager app icon, which resembles a Wii on a blue background, to do so. You can find it in your Windows Start menu. The first time you open WBFS Manager, you will need to click Yes to allow it to access your system. 11 Select your USB flash drive. Click the "Drive" drop-down box in the upper-left corner of the window, then click your USB flash drive's letter (usually F:). If you don't know the USB flash drive's letter, look for it in the "Devices and drives" section of the This PC app. 12 Click Format. Doing so will format your USB flash drive for use with the Wii. 13 Eject the USB flash drive. Click on the USB flash drive's icon in the lower-right side of the screen, then click Eject in the pop-up menu and remove the USB flash drive from your computer. You may have to click the upward-facing arrow here to see the USB flash drive's icon. Advertisement 1 Plug your SD card into your computer. The SD card should fit into your computer's SD card slot angled-side-in, logo-side-up. If your computer doesn't have an SD card slot, you'll need to use a USB adapter for your SD card as well. 2 3 Click Download. It's the button in the upper-right corner of the screen. Doing so downloads the USB Loader GX ZIP folder. 4 Extract the ZIP folder. This process will vary depending on your computer's operating system. Windows - Open the ZIP folder, click the Extract tab, click Extract all, and click Extract at the bottom of the window that appears. The extracted folder will open when the extraction finishes. Mac - Just double-click the ZIP folder to extract it. The extracted folder will open when the extraction finishes. 5 Open the "Files" folder. Double-click the USB Loader GX folder, then double-click the Files folder at the top of the next window. 6 Copy the all files in the Files folder. Click on one file in the folder, press Ctrl+A (Windows) or ⌘ Command+A (Mac) to select all of the files, and press Ctrl+C (Windows) or ⌘ Command+C (Mac) to copy the files. 7 Click your SD card's name. It's on the left side of the window in File Explorer on WIndows or Finder on Mac. 8 Paste in the files. Click a blank space in the SD card's window, then press Ctrl+V (Windows) or ⌘ Command+V (Mac). The files will copy onto the SD card. 9 Eject the SD card. Once your files finish copying, you can proceed with removing your SD card. To do so: Windows - Right-click your SD card's name in the left-hand pane, then click Eject. Mac - Click the upward-facing arrow to the right of your SD card's name in the left-hand pane. Advertisement 1 Plug your SD card into your Wii. The SD card should fit into the Wii's SD card slot angled in, logo side up. 2 Turn on your Wii. Press your Wii's power button, or use the power button on the remote to do so. The Wii's remote will need to be on and synced as well. 3 Press A when prompted. Doing so will take you to the Wii's main menu. 4 Start the Homebrew Channel. Select the Homebrew Channel on your Wii's main menu, then select Start when prompted. 5 Select IOS236 Installer. It's on the first page of the Homebrew Channel. A pop-up menu will appear. 6 Select Load when prompted. You'll find this option in the bottom-middle of the pop-up menu. 7 Press the 1 button. Doing so selects the Install option. If you're using a GameCube controller, press the Y button instead. 8 Select . It's at the bottom of the page. If you don't see this option, select the text in brackets at the bottom of the screen and press Right until you see it appear. 9 Press A when prompted. Doing so will install the IOS236 base onto your Wii. This process can take up to 20 minutes, so be patient. 10 Press any button when prompted. Doing so will exit the setup and return you to the Homebrew Channel. Advertisement 1 Select cIOSX rev20b Installer. It's in the middle of the first page of the Homebrew Channel. 2 Select Load when prompted. The installation program will open. 3 Scroll left to the "IOS236" option. Doing so will select the IOS236 file that you installed earlier. 4 Press A. Doing so confirms your choice. 5 Agree to the terms of use. Press A on your controller to do so. 6 Select an IOS version. Press Left until you see "IOS56 v5661" appear between the brackets, then press A. 7 Select a custom IOS slot. Press Left until you see "IOS249" appear between the brackets, then press A. 8 Select an installation mode. Press Left until you see "Network installation" appear between the brackets. 9 Start the installation. Press A on your controller to do so. 10 Press any button when prompted. Doing so will move you to the next part of the installation. 11 Select another IOS version. Press Left until you see "IOS38 v4123" appear between the brackets, then press A. 12 Select another slot. Press Left until you see "IOS250" appear between the brackets, then press A. 13 Use the network installer. Select "Network installation" and press A as you did with the last installer, then wait for the installation to complete. 14 Press any button when prompted, then press the B button. Doing so will restart your Wii. When it finishes restarting, you'll be able to proceed. Advertisement 1 Navigate to the next page of the Homebrew Channel. Press the Right arrow on your Wii remote's D-pad to do so. You can also press the + button. 2 Select WAD Manager. It's the second option on this page. 3 Select Load when prompted. Doing so will start up the WAD Manager. 4 Agree to the terms of use. Press A on your controller to do so. 5 Select "IOS249" to load. Press Left until you see "IOS249" appear between the brackets, then press A. 6 Disable the emulator. Press Left until you see "Disable" appear between the brackets, then press A. 7 Select your SD card. Press Left until you see "Wii SD Slot" appear between the brackets, then press A. Doing so brings up a list of the files on the SD card that you plugged in earlier. 8 Scroll down and select WAD. It's near the bottom of the screen. 9 Select the USB loader. Scroll down to select USB Loader GX-UNEO_Forwarder.wad and press A. 10 Install the WAD. Press A on your controller to do so. 11 Press any button when prompted, then press the B button and then the Home ⌂ button. Doing so will restart the Wii. Once the Wii finishes restarting, you'll be back on the second page of the Homebrew Channel. Advertisement 1 Press the Home ⌂ button again. Doing so brings up the Home menu. 2 Select Shutdown. It's at the bottom of the menu. Your Wii will power down. It's best to wait until your Wii fully powers down before proceeding. 3 Plug your USB flash drive into your Wii. The USB flash drive should fit into one of the rectangular USB ports at the back of the Wii. 4 Turn back on your Wii. Press your Wii's power button to do so. 5 Press A when prompted. Doing so will take you to the Wii's main menu, where you should now see a USB Loader GX channel to the right of the Homebrew Channel. 6 Select USB Loader GX. It's next to the Homebrew Channel. 7 Select Start when prompted. Doing so will load the USB Loader GX program. This process will take several minutes, especially the first time you run the program. If you see a "Waiting for your slow USB" message, try plugging the USB flash drive into a different port on the back of the Wii. 8 Insert a game. Place in the Wii the disc for a game that you want to back up to the USB flash drive. 9 Select Install when prompted. The program will begin reading the contents of the disc. 10 Select OK when prompted. Doing so will prompt your Wii to begin burning the disc onto the USB flash drive. This process will take quite some time, and the burning progress bar may appear to freeze at multiple points. Do not remove your USB flash drive or restart your Wii if this happens. 11 Select OK when prompted. Doing so will complete the burning process. At this point, you can eject the game disc from the Wii. 12 Play your game. Click the game's name, then click the spinning disc icon in the middle of the window. Doing so will launch the game. Advertisement Add New Question Question How do I play games from my USB drive when the screen goes black? If the Wii is stuck on the black screen, your console may have crashed. If you cannot force a shutdown, the only way is to unplug the Wii's power. If the screen goes black and returns to the Wii menu, you'll need to install a cIOS. Question What if I have already 'hacked' my Wii? Do I just skip home-brewing again? Yes, you should skip that step as you already hacked it and already can install homebrew apps. Question How do I format my hard drive to play Wii games? Use a tool such as WBFS manager or WiiBackup Manager to format your hard or USB drive to be used for Wii games. See more answers Ask a Question Advertisement Thanks Thanks Thanks Advertisement Thanks Thanks Advertisement ↑ Written by: wikiHow Technology Writer This article was co-authored by wikiHow staff writer, Rain Kengly. Rain is a tech writer and editor for wikiHow with over 5 years of professional writing experience. In the past, Rain has worked with other creative writers as a Writing Tutor at San Francisco State University and has published gaming features, guides, and news articles for a variety of media outlets. Rain shares a lifelong passion for writing and gaming and is eager to grow alongside new tech inventions. 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You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use. ShareAlike — If you remix, transform, or build upon the material, you must distribute your contributions under the same license as the original. No additional restrictions — You may not apply legal terms or technological measures that legally restrict others from doing anything the license permits. You do not have to comply with the license for elements of the material in the public domain or where your use is permitted by an applicable exception or limitation . No warranties are given. The license may not give you all of the permissions necessary for your intended use. For example, other rights such as publicity, privacy, or moral rights may limit how you use the material. Home Forums > Downloads > Download Center > Wii U Downloads for Nintendo's Wii consoles. Games updates for Wii U games, to be installed with the WUP installer. Discussions: 0 Messages: 0 (Contains no messages) (You must log in or sign up to post here.) Home Forums > Downloads > Download Center > A large number of people are trying to figure out the Wii U Homebrew. Now, you come to the right place. This post of MiniTool will illustrate how to hack Wii U Homebrew and run games on Wii U.Like PS4 and Xbox One, Wii U is also a home video game console. It was developed by Nintendo and released in 2012. It is the first Nintendo console that supports up to 1080P high-definition output and has a brand-new touch screen controller.The console only has 2GB of RAM, which is less than other consoles. The storage package option of Wii U is also limited – the standard package with 8GB flash memory and the deluxe package with 32GB flash memory. That’s why so many people want to expand Wii U storage with an external hard drive.Due to a weak lineup of games and limited third-party support, Nintendo has announced the official discontinuation of Wii U in 2017. However, a lot of fans still use Wii U to play games. In order to play GameCube games on Wii U smoothly, you need to hack Wii U and utilize a Homebrew application.What Is HomebrewHomebrew is a program that can be used to expand the restricted hardware devices such as Wii U hacks. Since the Wii U is incompatible with the GameCube disc and its accessories, you need the Homebrew software to enable the GameCube hardware on Wii U.In addition, this program boasts many practical features like memory card emulation, custom games, and mod games. With this Homebrew installed, you can even run backups of games from an external hard drive on Wii U.Now, you may have an overall understanding of the Wii U console and Homebrew software. More importantly, we will show you how to Homebrew Wii U and run its games. Let’s keep reading carefully.What You Need to Prepare for Wii U HomebrewBefore you hack Wii U, make sure that you already have prepared some hardware and tools. Here we will list them separately as follows:Hardware:Windows PCThe latest Wii U system (5.5.3 or later)An SDHC Micro SD card with 32GB at leastA USB drive or external USB hard driveSoftware:An SD card formatterHomebrewHaxchiWii U USB helperHow to Hack Wii U with HomebrewIn order to play games smoothly, you need to hack Wii U with Homebrew first. This process is relatively long and complex, please read the following context carefully.#1. Set Up Your SD CardAs mentioned above, we need a FAT32 SD card to install Homebrew and Haxchi. If you have an SD card of more than 32GB, then you may have to utilize a professional formatter. MiniTool Partition Wizard is a trusted program that can help you format SD card easily.MiniTool Partition Wizard FreeClick to Download100%Clean & SafeStep 1. Connect the prepared SD card to your computer via a card reader.Step 2. Launch the software to enter its main interface, and then select the SD partition in the disk map and click on Format Partition from the left pane.Step 3. Select FAT32 from the File System drop-down menu and click on OK to save changes. Here you can change the Partition Label to Homebrew.Note: Since the formatting will destroy all data on the drive, it’s highly recommended that you make a backup beforehand if there are any important data.Step 4. Click on the Apply button to execute this formatting.Step 5. Create 2 empty folders in the SD card so that you can put the Homebrew files into them. Here you can name the folders to Install and WiiU separately.Step 6. Create a folder named hbc under the Install directory, and then create another folder named apps under the WiiU directory. The Install folder is used to install custom Homebrew Channels on Wii U, and the WiiU/apps folder is used to save Homebrew apps, which should look like this:Once you have set up an SD card, you can proceed with the following steps to hack Wii U Homebrew.#2. Download Necessary Files for Wii U HomebrewThere are some necessary zip files for Wii U hacks that you need to download and unzip. Open a browser and download all the following Wii U Homebrew-related files to your computer.Once you have downloaded all these zip files, you need to unzip them and remove the .zip files. Then you should get the folders paths that look like this:#3. Transfer the Homebrew Wii U Files to Your SD CardIn this part, you need to transfer all downloaded Homebrew Wii U files from your computer to your SD card. You can follow this simple guide:Step 1. Make sure you connect the SD card to your computer.Step 2. Select the appstore and homebrew-launcher folders on your computer, right-click them and select Copy. Open the WiiU/apps directory in the SD card, and then right-click the empty area in the folder and select Paste.Step 3. Select the payload.elf file, and then copy it to the WiiU folder (not the apps folder inside it).Step 4. Open the homebrew_launcher_channel.v1.4 folder, and then press Ctrl + A keys to select all its content and copy them to the Install/hbc directory. After that, all the Wii U Homebrew hack files should have the following structure:Install/hbc/homebrew_launcher_channel.v1.4WiiU/apps/appstore/meta.xml (also including the png and hbas.elf files)WiiU/apps/homebrew_launcher.rpxWiiU/payload.elfNow, you can download games and apps more easily on Wii U once the Homebrew Launcher is loaded. If all the above files match your SD card, continue with the following parts.Tip: Sometimes many users may receive an error while copying the files to the SD card. At this time, you need to check if your SD card is in the FAT32 file system.#4. Load the Homebrew Launcher on Your Wii UAfter you have copied all Homebrew Wii U files to the SD card, you can load the Homebrew Launcher on Wii U. The initial exploit is loaded via the browser, so you need to make sure that your Wii U system is connected to the Internet. To do so, follow the detailed steps below:Step 1. Connect the SD card to your Wii U console.Step 2. Open the Internet browser on your Wii U, and navigate to the wiiuexploit.xyz site and add it to bookmark.Step 3. On the pop-up page, click on the Run Homebrew Launcher button to load the launcher.Step 4. If it loads successfully, your Wii U console should reboot into the Homebrew Launcher app from the SD card. If it freezes, you can hold the Power button to turn off your console and follow the above steps to try again.Tip: The freezing is completely random, especially on the latest system firmware. So, this process may take quite a while.#5. Install the Homebrew Launcher Channel The Homebrew Channel is an important loader for the Homebrew Launcher. It can help you load in and out of games and apps directly. With this app, you don’t have to run the long internet exploit to access the Homebrew features. Here’s how to do that:Step 1. Open the Home screen of the Homebrew launcher and open the Homebrew app store from the SD card.Step 2. In the app store, find the Mocha CFW and WUP Installer G2X apps and install them both.Step 3. Log out of the Homebrew app store and load Mocha CFW. After that, your Wii U will reboot and the Mocha splash screen will display.Step 4. When you arrive on the custom firmware screen, you can install the Homebrew channel permanently. To do so, run the Internet browser exploit again, and then open the WUP Installer G2X and select it and click on Install.–image from youtubeStep 5. Then it will ask you to install NAND or USB, choose NAND. It will install the Homebrew Channel Launcher from the install/hbc folder on the SD card. Once it is installed successfully, you will see a new Homebrew Launcher icon on the Home screen of Wii U.How to Homebrew Wii U? All detailed steps are illustrated to you. Now, it’s your turn to have a try.How to Run Games on Wii UNow, the Wii U hack should be complete. How to run games on Wii U? This section will walk you through a full guide.Step 1. Install the Wii U USB helper on your Windows PC.Click here to download the Wii U USB helper on your PC.Once downloaded, run the installer and follow the on-screen prompts to complete the installation.=Step 2. Download games from the Wii U USB Helper.1. Open the Wii U USB helper and search for games that you want to play from the top left corner.2. Right-click the search result, and then select Download Game(S) and follow the on-screen prompts to complete. Once you download the games, you can copy them into the SD card.Step 3. Copy the games to your SD card.1. Keep the Wii U USB Helper running and insert your SD card into the PC.2. Click on the Copy to SD button at the bottom right corner.–images from . Select the game that you want to copy and click on OK.4. Confirm what you want to copy, and then click on Copy to SD button and select the drive letter of your SD card. After that, the Helper will use File Explorer to start copying the game files to your SD card.Step 4. Install games from the SD card to USB drive. If you want to play the games from an external drive like USB, you can download them to the USB, and then insert it into your Wii U while playing the games. Of course, you can skip this step.Boot up your Wii U and insert both the SD card and USB drive into it.In the WUP Installer window, your installed games will show up. Select the game that you want to install and click on Install.Select the USB to install the game. After that, the WUP Installer will start copying the game files. You need to repeat this step to install all the games from the SD card. Once done, exit the WUP Installer. Now, you can play the games from your Wii U home screen.I want to hack my Wii U with Homebrew. How to Homebrew Wii U? What need to prepare for the Wii U hack? Fortunately, this article provides detailed steps to hack Wii U. You may need such a post. Click to TweetRight here, I guess you have known how to hack Wii U with Homebrew and play games on Wii U. Now it’s your turn to have a try. Should you have any suggestions on this subject, you can leave them in the comment area. For any difficulty in using MiniTool software, you can contact us by sending an email via [email protected]. Wii U is a home videogame console from Nintendo that’s brimming with games and experiences you can enjoy alone or with friends and family. It comes with a unique controller that redefines the dynamic of playing games together: the Wii U GamePad. Together, the Wii U console and Wii U GamePad create totally new ways to play. Experience unique gameplay opportunities only made possible by the GamePad's integrated second screen.Learn more about the Wii U GamePad You can tap an amiibo (sold separately) while playing compatible software to uncover surprising new features!Learn about amiibo The Wii is a great gaming platform, especially once you have softmodded it and installed the Homebrew Channel. If you haven’t hacked your Wii already please make sure you have a look at my Homebrew installation video. Homebrew allows you to install a range of third party applications that can turn the Wii into a powerful retro gaming console You can install a wide range of applications including a full set of emulators for almost all the pre-Wii machines and computers. But probably the most common use of softmodding to allow you to play Wii and GameCube games from backup files stored on a USB drive. That’s what I’ll be showing you how to do in this tutorial. USB Loaders The idea here is that we take a game disk image file, either one that we’ve created ourselves, or one that we’ve obtained elsewhere, and get the Wii console to load it as if we’d put the real game disk into the console. We store these files on a USB drive attached to the Wii so these applications tend to be known as USB Loaders. The loader we’ll be looking at is USBLoaderGX. Preparing for USBLoader GX To start with you’ll need to have installed Homebrew onto your Wii and installed cIOS 248-251 as per my basic Wii Homebrew installation video. You’ll also need a USB drive for your game and data files. This can be a USB thumb drive or a USB enabled hard drive. I’d recommend an SSD drive with a USB adapter as you’re going to end up with a lot of big game files. Wii games are a couple of GBs each. To make your USB drive compatible with the Wii it must be formatted as an FAT32 drive and I recommend a 16KB cluster size. Again please look at the previous video to find out how to do all of this. Downloading UBSLoaderGX To install USBLoaderGX we need to download a few pieces of software and setup a USB drive. To get hold of the application you just need to browse to . Once there simply scroll down and download the zip file to your PC. Once we’ve got all the software assembled we’ll install it onto our Wii SD Card in one go. Next we need to download Wii Backup Manager from . This application helps us correctly format our game files so that the loader can identify and run the games correctly. The one I’m using here is a Windows only app but you can find links to Mac and Linux versions on the Wii Hack Guide page. Next we’ll want an easy way to launch our Loader from the main Wii menu screen rather than having to go into Homebrew each time. To do that we need to install a WAD file that will link directly to the app. Go to and download the WAD file. We then need an application to help us install the WAD file. We’ll use YAWMM. Go to and download the app zip file. Finally we need some game files. As usual I can’t tell you directly where to get these files but there is a lot of helpful information on Vimm’s Lair (just search online for it). Just make sure you are aware of your local copyright laws as most of the software you’ll find is still under licence, so unless you are backing up your own game disks you could be breaking those laws. The files need to be in WBFS format, or as raw ISO file dumps. You can use other Dolphin emulator file formats but they will need to be converted before we can use them. Installing the Apps So we’re now ready to install our apps. You’ll need your Homebrew SD card from your Wii and the USB drive you’ll be using for your game files. We’ll start with the Homebrew SD Card. Go to your downloaded files and open the USBLoaderGX zip. Inside that you’ll find an apps folder. Just copy this onto the root of your SD card and it will integrate with the apps folder already there. That’s USBLoaderGX installed! Next we need to install the YAWMM app in the same way. So, open the zip folder and copy over the apps folder. We now need to copy over the WAD file. This needs to be in a folder called wad on the root of the SD card. So make a new folder, rename it to wad and then copy the wad file into the new folder. That’s all the app files ready to go. We now need to create our USB games drive. This is where our Wii Backup Manager app comes into play. First make sure your USB drive is connexcted to your PC. Then, on your PC, simply extract the Wii Backup manger files to their own folder. If you then open that folder you’ll find a few .exe files. Run the 32 or 64 bit version that matches your PC. This will open up the application. Click the Drive 1 tab and then select your USB drive from the dropdown list. If your drive is newly formatted you’ll get a message telling you there is no wbfs folder. Just click to get Wii Backup Manager to set it all up for you. Next we need click the File tab, and then Add, Files. You’ll get a file browser prompt so just find your game files and select them. You should now have a list of games and Backup Manager should have identified them and added their game Ids. Now we need to click the Transfer Tab and select Drive 1 to transfer the games files to the USB drive. It will take a bit of time for that to run, but once it’s finished you should be able to see your neatly filed games on your USB drive. This folder and filename formats help the USB Loader identify each game file so that it can download game box art and other media files. We’re now ready to put this all together on the Wii! Setting up the Wii Put the SD card back into the front slot in the Wii and plug the USB drive into USB port 0 on the back of the console. USB port 0 is the one closest to the edge of the console. Boot up the Wii and go into the Homebrew Channel. You should now have a couple of extra apps showing in your list. Select the USBLoaderGX app. It will start by scanning your USB drives to see if it can find a game drive. If everything runs OK it should tell you it’s found the drive and drop you into the main game list. If it doesn’t find the drive don’t worry. This can happen and we just need to make a few settings changes. But do make sure you’ve got the drive plugged into USB port 0. Let USBLoaderGX boot up and it will probably tell you that your drive isn’t initialised and them drop into Channel mode. Just OK any prompts until you get to the main Channel list. We now need to initialise the drive and make sure the loader is using the correct settings. Click the gear icon to open up the settings page. Open the Loader Settings and scroll down to the Loaders IOS setting. This should be set to 249. Back out of that and open the Hard Drive Settings. Select the Game / Install Partition option and it should display your USB drive details. Set Multiple Partitions to On and make sure USB Port is set to 0. Back out of the settings pages until you get back to the main screen. You should now see your USB drive listed in the bottom centre of the page. If this doesn’t work quit out of USBLoaderGX and then restart the app. It should now pick up on your USB drive. If you’ve got it working we now need to turn off Channel Mode. At the top of the screen click the fourth icon from the left. Make sure that only Wii games and GameCube games options are checked and OK that. You should now see a list of games. Downloading Media Files USBLoaderGX lets you view your games as box art, but you’ll probably not have any showing at the moment. To get hold of these you’ll need your Wii to be connected to the Internet. Make sure you are in list mode (sixth icon from the left in the top menu). Simply move your cursor over a game until you see a missing box image. Then click the missing image and the software will offer to download the missing files. Let it download the files and you should then have a full set of box images. Creating a USBLoaderGX Channel At the moment you need to go through the Homebrew Channel to get to the USBLoader app. We can put it directly onto the Wii home screen as a custom channel icon. That’s where our WAD file comes in. Get back to the Homebrew channel and start the YAWMM application. Once it starts it will ask you for a source device. I copied the WAD file to the wad folder on my SD card so I’ll select the Wii SD Slot option. Clicking A should then bring up a list of my WAD files. If your Wii Mote doesn’t seem to be working it may be incompatible with this app. A standard, non Motion Plus, original remote gives best compatibility so try to use one of those if you have a problem. Use the D-Pad to select the USBLoaderGX WAD and click A. It should offer to Install the WAD so just click A again and the WAD file will be installed. Once that’s installed press A again and then press the home button to return to the Homebrew channel. From here we can click the home button again and go back to the Wii Menu. You should now have a USBLoaderGX channel button. Click that and you should be straight back into the USB game screen. Exit Route We’re almost there now. We just need to fix the game exit route so that we get back to the games list and not all the way out to the Wii Menu. In USBLoaderGX click the settings gears and select Loader Settings. Scroll down to Return To and select it with the A button. This should bring up a list of Channels. Find the USBLoaderGX channel that we’ve just installed and select that. Playing a Game So let’s play a game! There are a number of listing formats along the top menu. I’m selecting the Carousel mode. To play a game just click the icon. If all’s gone well you should now be playing the game from your USB drive. To exit a game just click the Home button and select the Wii Menu option. This should use our Return To setting and drop us back into the USBLoaderGX game list. Where to Download Wii Games If you search on the web you’ll find a number of download sites that have Wii games. Do be very careful to have your anti virus and firewall protection all up to date and running. My advice is to check out Vimm’s Lair and the Internet Archive. These offer safe downloads and a great selection of games. Don’t forget that you need to check your local copyright laws before downloading and game files. These files are usually protected by copyright and it may be illegal to download them in your region. That’s It So that’s your USB loader all set up and running and you should now be able to play any game you can get a backup file for. Next we need to get set up to play GameCube games, but that’s for the next post. Home Forums > Guides and Reviews > Console Guides > Nintendo Wii U Guides > Discussion in 'Nintendo Wii U Guides' started by Hoffman, Feb 5, 2017. Home Forums > Guides and Reviews > Console Guides > Nintendo Wii U Guides > Japanese video game company Not to be confused with Intendo. Nintendo Co., Ltd.Logo used since 1975[a]Headquarters in Kyoto, JapanNative name任天堂株式会社Romanized nameNintendō kabushiki gaishaFormerlyNintendo Koppai (1889)Yamauchi Nintendo (1889–1933)Yamauchi Nintendo & Co. (1933–1947)Marufuku Co., Ltd. (1947–1951)Nintendo Playing Card Co., Ltd. (1951–1963)Company typePublicTraded asTYO: 7974TOPIX Core30 componentNikkei 225 componentISINJP3756600007IndustryVideo gamesElectronicsFounded23 September 1889; 135 years ago (1889-09-23) in Shimogyō-ku, Kyoto, JapanFounderFusajiro YamauchiHeadquarters11–1 Kamitoba Hokodatecho, Minami-ku, Kyoto, JapanArea servedWorldwideKey peopleShuntaro Furukawa (president)Shigeru Miyamoto (executive fellow)ProductsList of productsProduction outputHardware 17.97 millionSoftware 213.96 million (2023)Brands Video game series Animal Crossing Art Style Big Brain Academy bit Generations BoxBoy! Brain Age Chibi-Robo! Cruis'n Custom Robo Donkey Kong Dr. Mario Excite F-Zero Famicom Detective Club Fire Emblem Fossil Fighters Golden Sun Kid Icarus Kirby The Legend of Zelda The Legendary Starfy Mario Mario Kart Mario Party Metroid Mother Pikmin Pilotwings Pokémon Punch-Out!! Puzzle League Rhythm Heaven Splatoon Star Fox Super Mario Super Smash Bros. Touch! Generations Wario Wars Wii Xenoblade Chronicles Yoshi ServicesNintendo eShopMy NintendoNintendo Switch OnlineRevenue ¥1.601 trillion (US$13.923 billion) (2023)Operating income ¥504.3 billion (US$3.678 billion) (2023)Net income ¥432.7 billion (US$3.156 billion) (2023)Total assets ¥2.662 trillion (US$21.866 billion) (2023)Total equity ¥2.069 trillion (US$16.995 billion) (2023)Number of employees8,205[b] (2025)DivisionsBusiness DevelopmentEntertainment Planning & DevelopmentPlatform Technology DevelopmentSubsidiaries List 1-Up Studio iQue Mario Club Monolith Soft Next Level Games Nintendo Cube Nintendo European Research & Development Nintendo Pictures Nintendo Sales Nintendo Software Technology Nintendo Systems (80%) Nintendo Technology Development Retro Studios Shiver Entertainment SRD Websitenintendo.comFootnotes / references[1][2][3][4][5] 34°58′11″N 135°45′22.3″E / 34.96972°N 135.756194°E / 34.96972; 135.756194 Nintendo Co., Ltd.[c] is a Japanese multinational video game company headquartered in Kyoto. It develops, publishes, and releases both video games and video game consoles. The history of Nintendo began when craftsman Fusajiro Yamauchi founded the company to produce handmade hanafuda playing cards. After venturing into various lines of business and becoming a public company, Nintendo began producing toys in the 1960s, and later video games. Nintendo developed its first arcade games in the 1970s, and distributed its first system, the Color TV-Game in 1977. The company became internationally dominant in the 1980s after the arcade release of Donkey Kong (1981) and the Nintendo Entertainment System, which launched outside of Japan alongside Super Mario Bros. in 1985. Since then, Nintendo has produced some of the most successful consoles in the video game industry, including the Game Boy (1989), the Super Nintendo Entertainment System (1991), the Nintendo DS (2004), the Wii (2006), and the Nintendo Switch (2017). It has created or published numerous major franchises, including Mario, Donkey Kong, The Legend of Zelda, Animal Crossing, and Pokémon. The company's mascot, Mario, is among the most famous fictional characters, and Nintendo's other characters—including Luigi, Donkey Kong, Samus, Link, Kirby, and Pikachu—have attained international recognition. Several films and a theme park area based on the company's franchises have been created. Nintendo's game consoles have sold over 836 million units worldwide as of March 2023, of which 5.6 billion individual games have been sold. The company has numerous subsidiaries in Japan and worldwide, in addition to second-party developers including HAL Laboratory, Intelligent Systems, Game Freak, and the Pokémon Company. It is one of the wealthiest and most valuable companies in the Japanese market. Main article: History of Nintendo Original Nintendo headquarters (1889–1930) and workshop in Shimogyō-ku, Kyoto, c. 1889. The right section was eventually rebuilt (pictured below), and the left section was reportedly demolished in 2004.Nintendo karuta poster from the Meiji eraNintendo was founded as Nintendo Koppai[d] on 23 September 1889[6] by craftsman Fusajiro Yamauchi in Shimogyō-ku, Kyoto, Japan, as an unincorporated establishment, to produce and distribute Japanese playing cards, or karuta (かるた, from Portuguese carta, 'card'), most notably hanafuda (花札, 'flower cards').[1][2][3][7][8][9] The name "Nintendo" is commonly assumed to mean "leave luck to heaven",[9][10] but the assumption lacks historical validation; it has also been suggested to mean "the temple of free hanafuda", but even descendants of Yamauchi do not know the true intended meaning of the name.[7] Hanafuda cards had become popular after Japan banned most forms of gambling in 1882, though tolerated hanafuda. Sales of hanafuda cards were popular with the yakuza-run gaming parlors in Kyoto. Other card manufacturers had opted to leave the market, not wanting to be associated with its criminality, but Yamauchi persisted despite such fears to become the primary producer of hanafuda within a few years.[11] With the increase of the cards' popularity, Yamauchi hired assistants to mass-produce them to satisfy the demand.[12] Even with a favorable start, the business faced financial struggles due to operating in a niche market, the slow and expensive manufacturing process, high product price, alongside long durability of the cards, which impacted sales due to the low replacement rate.[13] As a solution, Nintendo produced a cheaper and lower-quality line of playing cards, Tengu, while also conducting product offerings in other cities such as Osaka, where card game profits were high. In addition, local merchants were interested in the prospect of continuous renewal of decks, thus avoiding the suspicions that reusing cards would generate.[14] According to Nintendo, the business' first western-style card deck was put on the market in 1902,[2][3] although other documents indicate the date was 1907, shortly after the Russo-Japanese War.[15] Although the cards were initially intended to be exported, they quickly gained popularity within and without Japan.[2][3] During this time, the business styled itself as Marufuku Nintendo Card Co.[16] The war created considerable difficulties for companies in the leisure sector, which were subject to new levies such as the Karuta Zei ("playing cards tax").[17] Nintendo subsisted and, in 1907, entered into an agreement with Nihon Senbai—later known as the Japan Tobacco—to market its cards to various cigarette stores throughout the country.[18] A Nintendo promotional calendar from the Taishō era dated to 1915 indicates that the business was named Yamauchi Nintendo[e] but still used the Marufuku Nintendo Co. brand for its playing cards.[19] Japanese culture stipulated that for Nintendo to continue as a family business after Yamauchi's retirement, Yamauchi had to adopt his son-in-law so that he could take over the business. As a result, Sekiryo Kaneda adopted the Yamauchi surname in 1907 and headed the business in 1929. By that time, Nintendo was the largest playing card business in Japan.[20] Former Nintendo headquarters (1933–1959), rebuilt from the right section of the original buildingEnglish company information plate in the former Nintendo headquarters In 1933, Sekiryo Kaneda established the company as a general partnership named Yamauchi Nintendo & Co., Ltd.[f][3] investing in the construction of a new corporate headquarters located next to the original building,[21] near the Toba-kaidō train station.[22] Because Sekiryo's marriage to Yamauchi's daughter produced no male heirs, he planned to adopt his son-in-law Shikanojo Inaba, an artist in the company's employ and the father of his grandson Hiroshi, born in 1927. However, Inaba abandoned his family and the company, so Hiroshi was made Sekiryo's eventual successor.[23] World War II negatively impacted the company as Japanese authorities prohibited the diffusion of foreign card games, and as the priorities of Japanese society shifted, its interest in recreational activities waned. During this time, Nintendo was partly supported by a financial injection from Hiroshi's wife Michiko Inaba, who came from a wealthy family.[24

special editions of the Nintendo DSi XL and Wii.[152] Further information: History of Nintendo 3DS, History of Wii U, and History of Nintendo mobile games The Nintendo 3DS, the Wii U After an announcement in March 2010,[153] Nintendo released the Nintendo 3DS in 2011. The console produces stereoscopic effects without 3D glasses.[154] By 2018, more than 69 million units had been sold worldwide;[155] the figure increased to 75 million by the start of 2019.[149] In 2011, Nintendo celebrated the 25th anniversary of The Legend of Zelda with the orchestra concert tour The Legend of Zelda: Symphony of the Goddesses and the video game The Legend of Zelda: Skyward Sword.[156] In 2012 and 2013, two new Nintendo game consoles were introduced: the Wii U, with high-definition graphics and a GamePad controller with near-field communication technology,[157][158] and the Nintendo 2DS, a version of the 3DS that lacks the clamshell design of Nintendo's previous handheld consoles and the stereoscopic effects of the 3DS.[159] With 13.5 million units sold worldwide,[149] the Wii U is the least successful video game console in Nintendo's history.[160] In 2014, a new product line was released consisting of figures of Nintendo characters called amiibos.[3] On 25 September 2013, Nintendo announced its acquisition of a 28% stake in PUX Corporation, a subsidiary of Panasonic, to develop facial, voice, and text recognition for its video games.[161] Due to a 30% decrease in company income between April and December 2013, Iwata announced a temporary 50% cut to his salary, with other executives seeing reductions by 20%–30%.[162] In January 2015, Nintendo ceased operations in the Brazilian market due in part to high import duties. This did not affect the rest of Nintendo's Latin American market due to an alliance with Juegos de Video Latinoamérica.[163] Nintendo reached an agreement with NC Games for Nintendo's products to resume distribution in Brazil by 2017,[164] and by September 2020, the Switch was released in Brazil.[165] On 11 July 2015, Iwata died of bile duct cancer, and after a couple of months in which Miyamoto and Takeda jointly operated the company, Tatsumi Kimishima was named as Iwata's successor on 16 September 2015.[166] As part of the management's restructuring, Miyamoto and Takeda were named creative and technological advisors, respectively.[167] The financial losses caused by the Wii U, along with Sony's intention to release its video games to other platforms such as smart TVs, motivated Nintendo to rethink its strategy concerning the production and distribution of its properties.[168] In 2015, Nintendo formalized agreements with DeNA and Universal Parks & Resorts to extend its presence to smart devices and amusement parks respectively.[169][170][171] Pokémon Go in the sign-up menu In March 2016, Nintendo's first mobile app for the iOS and Android systems, Miitomo, was released.[172] Since then, Nintendo has produced other similar apps, such as Super Mario Run, Fire Emblem Heroes, Animal Crossing: Pocket Camp, Mario Kart Tour, and Pokémon Go, the last being developed by Niantic and having generated $115 million in revenue for Nintendo.[173] In March 2016, the loyalty program My Nintendo replaced Club Nintendo.[174] The NES Classic Edition was released in November 2016. The console is a version of the NES based on emulation, HDMI, and the Wii remote.[175] Its successor, the Super NES Classic Edition, was released in September 2017.[176] By October 2018, around ten million units of both consoles combined had been sold worldwide.[177] Further information: History of Nintendo Switch In "TV mode", with the Joy-Con attached to a grip and the main unit dockedIn "Handheld mode", with the Joy-Con attached to its sidesNintendo Switch, a hybrid video game console, released in 2017 The Wii U's successor in the eighth generation of video game consoles, the Nintendo Switch, was released in March 2017. The Switch features a hybrid design as a home and handheld console, Joy-Con controllers that each contain an accelerometer and gyroscope, and the simultaneous wireless networking of up to eight consoles.[178] To expand its library, Nintendo entered alliances with several third-party and independent developers;[179][180] by February 2019, more than 1,800 Switch games had been released.[181] Worldwide sales of the Switch exceeded 55 million units by March 2020.[182] In April 2018, the Nintendo Labo line was released, consisting of cardboard accessories that interact with the Switch and the Joy-Con controllers.[183] More than one million units of the Nintendo Labo Variety Kit were sold in its first year on the market.[184] Super Nintendo World at Universal Studios Japan, opened in 2021 In 2018, Shuntaro Furukawa replaced Kimishima as company president,[185] and in 2019, Doug Bowser succeeded Nintendo of America president Reggie Fils-Aimé.[186] In April 2019, Nintendo formed an alliance with Tencent to distribute the Nintendo Switch in China starting in December.[187] Super Nintendo World, a theme park area, opened at Universal Studios Japan in 2021.[188][189] Nintendo's Tokyo branch office, located in the 8th floor, since 2020 In early 2020, Plan See Do, a hotel and restaurant development company, announced that it would refurbish the former Nintendo headquarters from the 1930s as a hotel, with plans to add 20 guest rooms, a restaurant, a bar, and a gym. The building is owned by Yamauchi Co., Ltd., an asset management company of Nintendo's founding family.[190] The hotel later opened in April 2022, with 18 guest rooms, and named Marufukuro in a homage to Nintendo's previous name, Marufuku.[191][192][193] In April 2020, Reuters reported that ValueAct Capital had acquired over 2.6 million shares in Nintendo stock worth US$1.1 billion over the course of a year, giving them an overall stake of 2% in Nintendo.[194] Although the COVID-19 pandemic caused delays in the production and distribution of some of Nintendo's products, the situation "had limited impact on business results"; in May 2020, Nintendo reported a 75% increase in income compared to the previous fiscal year, mainly contributed by the Nintendo Switch Online service.[195] The year saw some changes to the company's management: outside director Naoki Mizutani retired from the board, and was replaced by Asa Shinkawa; and Yoshiaki Koizumi was promoted to senior executive officer, maintaining his role as deputy general manager of Nintendo EPD.[195] By August, Nintendo was named the richest company in Japan.[196] In June 2021, the company announced plans to convert its former Uji Ogura plant, where it had manufactured playing and hanafuda cards, into a museum tentatively named "Nintendo Gallery", targeted to open by March 2024.[197][198] In the following year, historic remains of a Yayoi period village were discovered in the construction site.[199] Nintendo co-produced an animated film The Super Mario Bros. Movie alongside Universal Pictures and Illumination, with Miyamoto and Illumination CEO Chris Meledandri acting as producers.[200][201] In 2021, Furukawa indicated Nintendo's plan to create more animated projects based on their work outside the Mario film,[202] and by 29 June, Meledandri joined the board of directors as a non-executive outside director.[203][204] According to Furukawa, the company's expansion toward animated production is to keep "[the] business [of producing video games] thriving and growing", realizing the "need to create opportunities where even people who do not normally play on video game systems can come into contact with Nintendo characters". That day, Miyamoto said that "[Meledandri] really came to understand the Nintendo point of view" and that "asking for [his] input, as an expert with many years of experience in Hollywood, will be of great help to" Nintendo's transition into film production.[205] Later, in July 2022, Nintendo acquired Dynamo Pictures, a Japanese CG company founded by Hiroshi Hirokawa on 18 March 2011. Dynamo had worked with Nintendo on digital shorts in the 2010s, including for the Pikmin series, and Nintendo said that Dynamo would continue their goal of expanding into animation. Following the completion of the acquisition in October 2022, Nintendo renamed Dynamo as Nintendo Pictures.[206][207] In February 2022, Nintendo announced the acquisition of SRD Co., Ltd. (Systems Research and Development) after 40 years, a major contributor of Nintendo's first-party games such as Donkey Kong and The Legend of Zelda until the 1990s, and then support studio since.[208] In May 2022, Reuters reported that Saudi Arabia's Public Investment Fund had purchased a 5% stake in Nintendo,[209] and by January 2023, its stake in the company had increased to 6.07%.[210] It was raised to 7.08% by February 2023, and in the same week by 8.26%, making it the biggest external investor.[211][212] In November 2024, Saudi Arabia's PIF dropped back to 6.3%.[213] In early 2023, the Super Nintendo World theme park area in Universal Studios Hollywood opened.[214] The Super Mario Bros. Movie was released on 5 April 2023, and has grossed over $1.3 billion worldwide, setting box-office records for the biggest worldwide opening weekend for an animated film, the highest-grossing film based on a video game and the 15th-highest-grossing film of all-time.[215] Nintendo reached an agreement with Embracer Group in May 2024 to acquire 100% of the shares in Shiver Entertainment, a company that has specialized in porting triple-A games like Hogwarts Legacy and Mortal Kombat 1 to the Switch, making it a wholly owned subsidiary of Nintendo, subject to closing conditions.[216][217] In October 2024 Nintendo announced Nintendo Music, a mobile application enabling one to listen to soundtracks from Nintendo games.[218] By November 2024, Nintendo gained full ownership of Monolith Soft, a first-party developer behind Xenoblade Chronicles and provided support for The Legend of Zelda: Tears of the Kingdom.[219] In 2025, Nintendo announced that the successor to the Switch, the Nintendo Switch 2, would be released on June 5 of that year.[220] Main article: List of Nintendo products Nintendo's central focus is the research, development, production, and distribution of entertainment products—primarily video game software and hardware and card games. Its main markets are Japan, America, and Europe, and more than 70% of its total sales come from the latter two territories.[221] As of March 2023, Nintendo's game consoles have sold over 836 million units,[222] for which more than 5.592 billion video games[223] have been sold globally. Main article: List of Nintendo products § Toys and cards Main article: Nintendo video game consoles Since the launch of the Color TV-Game in 1977, Nintendo has produced and distributed home, handheld, dedicated, and hybrid consoles. In the 1980s, its first consoles to be successful were the Game & Watch and Nintendo Entertainment System. Its following systems In the 2000s, Nintendo found wide success again, with both the Nintendo DS and Wii. Each has a variety of accessories and controllers, such as the NES Zapper, the Game Boy Camera, the Super NES Mouse, the Rumble Pak, the Wii MotionPlus, the Wii U Pro Controller, and the Switch Pro Controller. Main article: List of Nintendo products Nintendo's first electronic games are arcade games. EVR Race (1975) was the company's first electromechanical game, and Donkey Kong (1981) was the first platform game in history. Since then, both Nintendo and other development companies have produced and distributed an extensive catalog of video games for Nintendo's consoles. Nintendo's games are sold in both removable media formats such as optical disc and cartridge, and online formats which are distributed via services such as the Nintendo eShop and the Nintendo Network. Main article: List of Nintendo development teams This section needs additional citations for verification. Please help improve this article by adding citations to reliable sources in this section. Unsourced material may be challenged and removed.Find sources: "Nintendo" – news · newspapers · books · scholar · JSTOR (January 2024) (Learn how and when to remove this message) Nintendo's internal research and development operations are divided into three main divisions: Nintendo Entertainment Planning & Development (EPD),[224][225][226] the main software development and production division of Nintendo, which focuses on video game and software development, production, and supervising; Nintendo Platform Technology Development (PTD), which focuses on home and handheld video game console hardware development; and Nintendo Business Development (NBD), which focuses on refining business strategy for dedicated game system business and is responsible for overseeing the smart device arm of the business. The Nintendo Entertainment Planning & Development division is the primary software development, production, and supervising division at Nintendo, formed as a merger between their former Entertainment Analysis & Development and Software Planning & Development divisions in 2015. Led by Shinya Takahashi, the division holds the largest concentration of staff at the company, housing more than 800 engineers, producers, directors, coordinators, planners, and designers. The Nintendo Platform Technology Development division is a combination of Nintendo's former Integrated Research & Development (IRD) and System Development (SDD) divisions. Led by Ko Shiota, the division is responsible for designing hardware and developing Nintendo's operating systems, developer environment, and internal network, and maintenance of the Nintendo Network. The Nintendo Business Development division was formed following Nintendo's foray into software development for smart devices such as mobile phones and tablets. It is responsible for refining Nintendo's business model for the dedicated video game system business and overseeing development for smart devices. Notable board members include Shigeru Miyamoto, Satoru Shibata and Outside Director Chris Meledandri, CEO of Illumination Entertainment; notable executive officers include Yoshiaki Koizumi, Deputy general manager of Entertainment Planning & Development division, Takashi Tezuka and Senior officer of Entertainment Planning & Development division. Headquartered in Kyoto, Japan since the beginning, Nintendo Co., Ltd. oversees the organization's global operations and manages Japanese operations specifically. The company's two major subsidiaries, Nintendo of America and Nintendo of Europe, manage operations in North America and Europe respectively. Nintendo Co., Ltd.[227] later moved from its original Kyoto location to a new office in Higashiyama-ku, Kyoto; this became the research and development building in 2000 when the head office relocated to its present[update] location in Minami-ku, Kyoto.[228] Nintendo's corporate headquarters throughout history 1889–1933, in Shimogyō-ku, Kyoto 1933–1959, in Shimogyō-ku, Kyoto 1959–2000, in Higashiyama-ku, Kyoto 2000–present, in Minami-ku, Kyoto Nintendo of America headquarters in Redmond, Washington Nintendo founded its North American subsidiary in 1980 as Nintendo of America (NoA). Hiroshi Yamauchi appointed his son-in-law Minoru Arakawa as president, who in turn hired his own wife and Yamauchi's daughter Yoko Yamauchi as the first employee. The Arakawa family moved from Vancouver, British Columbia to select an office in Manhattan, New York due to its central status in American commerce. As both were from extremely affluent families, their goals were set more by prestige than money. The seed capital and product inventory were supplied by the parent corporation in Japan, with a launch goal of entering the existing $8 billion-per-year coin-op arcade video game market and the largest entertainment industry in the US, which had already outclassed movies and television combined. During the couple's arcade research excursions, NoA hired young gamers to work in the poorly maintained warehouse in New Jersey to receive and service game hardware from Japan.[229] In late 1980, NoA contracted the Seattle-based arcade sales and distribution company Far East Video, consisting solely of experienced arcade salespeople Ron Judy and Al Stone. The two had already built a decent reputation and a distribution network, founded specifically for the independent import and sales of games from Nintendo because the Japanese company had for years been the under-represented maverick in America. Now as direct associates to the new NoA, they told Arakawa they could always clear all Nintendo inventory if Nintendo produced better games. Far East Video took NoA's contract for a fixed per-unit commission on the exclusive American distributorship of Nintendo games, to be settled by their Seattle-based lawyer, Howard Lincoln.[229] Based on favorable test arcade sites in Seattle, Arakawa wagered most of NoA's modest finances on a huge order of 3,000 Radar Scope cabinets. He panicked when the game failed in the fickle market upon its arrival from its four-month boat ride from Japan. Far East Video was already in financial trouble due to declining sales and Ron Judy borrowed his aunt's life savings of $50,000, while still hoping Nintendo would develop its first Pac-Man-sized hit. Arakawa regretted founding the Nintendo subsidiary, with the distressed Yoko trapped between her arguing husband and father.[230] Amid financial threat, Nintendo of America relocated from Manhattan to the Seattle metro to remove major stressors: the frenetic New York and New Jersey lifestyle and commute, and the extra weeks or months on the shipping route from Japan as was suffered by the Radar Scope disaster. With the Seattle harbor being the US's closest to Japan at only nine days by boat, and having a lumber production market for arcade cabinets, Arakawa's real estate scouts found a 60,000-square-foot (5,600 m2) warehouse for rent containing three offices—one for Arakawa and one for Judy and Stone.[231] This warehouse in the Tukwila suburb was owned by Mario Segale, after whom the Mario character would be named,[57][58] and was initially managed by former Far East Video employee Don James.[232] After one month, James recruited his college friend Howard Phillips as an assistant, who soon took over as warehouse manager.[233][234][235][236][237][238] The company remained at fewer than 10 employees for some time, handling sales, marketing, advertising, distribution, and limited manufacturing[239]:160 of arcade cabinets and Game & Watch handheld units, all sourced and shipped from Nintendo. Arakawa was still panicked over NoA's ongoing financial crisis. With the parent company having no new game ideas, he had been repeatedly pleading for Yamauchi to reassign some top talent away from existing Japanese products to develop something for America—especially to redeem the massive dead stock of Radar Scope cabinets. Since all of Nintendo's key engineers and programmers were busy, and with NoA representing only a tiny fraction of the parent's overall business, Yamauchi allowed only the assignment of Gunpei Yokoi's young assistant who had no background in engineering, Shigeru Miyamoto.[240] Further information on the fortuitous conversion: Radar Scope and Donkey Kong NoA's staff—except the sole young gamer Howard Phillips—were uniformly revolted at the sight of the freshman developer Miyamoto's debut game, which they had imported in the form of emergency conversion kits for the overstock of Radar Scope cabinets.[232] The kits transformed the cabinets into NoA's massive windfall gain of $280 million from Miyamoto's smash hit Donkey Kong in 1981–1983 alone.[241][242] They sold 4,000 new arcade units each month in America, making the 24-year-old Phillips "the largest volume shipping manager for the entire Port of Seattle".[237] Arakawa used these profits to buy 27 acres (11 ha) of land in Redmond in July 1982[243] and to perform the $50 million launch of the Nintendo Entertainment System in 1985 which revitalized the entire video game industry from its devastating 1983 crash.[244][245] A second warehouse in Redmond was soon secured, and managed by Don James. The company stayed at around 20 employees for some years. Further information: History of the Nintendo Entertainment System and Howard Phillips (consultant) On August 10, 1993, Nintendo of America rolled out the Nintendo Gateway System.[246] The organization was reshaped nationwide in the following decades, and those core sales and marketing business functions are now directed by the office in Redwood City, California. The company's distribution centers are Nintendo Atlanta in Atlanta, Georgia, and Nintendo North Bend in North Bend, Washington. As of 2007[update], the 380,000-square-foot (35,000 m2) Nintendo North Bend facility processes more than 20,000 orders a day to Nintendo customers, which include retail stores that sell Nintendo products in addition to consumers who shop Nintendo's website.[247] Nintendo of America's Canadian branch, Nintendo of Canada, is based in Vancouver, British Columbia with a distribution center in Toronto.[248] Nintendo Treehouse is NoA's localization team, composed of around 80 staff who are responsible for translating text from Japanese to English, creating videos and marketing plans, and quality assurance.[249] Nintendo of America announced in October 2021 that it will be closing its offices in Redwood City, California, and Toronto and merging its operations with its Redmond and Vancouver offices.[250] In April 2022, an anonymous quality assurance worker filed a complaint with the National Labor Relations Board, alleging Nintendo of America and contractor Aston Carter had engaged in union-busting activities and surveillance. The employee had been fired for mentioning unionizing efforts in the industry during a company meeting.[251][252] The companies agreed to a settlement with the employee in October 2022.[253] In March 2024, Nintendo of America restructured its product testing teams, resulting in the elimination of over 100 contractor roles. Some of the affected contractors were given full-time roles.[254] Nintendo's European subsidiary was established in June 1990,[255] based in Frankfurt, Germany.[256] The company handles operations across Europe (excluding Scandinavia, where operations are handled by Bergsala on behalf of NOE),[257] as well as South Africa.[255] Nintendo of Europe's United Kingdom branch (Nintendo UK)[258] handles operations in that country and in Ireland from its headquarters in Windsor, Berkshire. In June 2014, NOE initiated a reduction and consolidation process, yielding a combined 130 layoffs: the closing of its office and warehouse, termination of all employment, in Großostheim; and the consolidation of all of those operations into, and terminating some employment at, its Frankfurt location.[259][260] As of July 2018, the company employs 850 people.[261] In October 2018, Nintendo of Europe announced plans to relocate to a new 160,000-square-foot (15,000 m2) headquarters in Frankfurt,[262] eventually moving into the location in 2020 during the COVID-19 pandemic.[263] In 2019, NOE signed with Tor Gaming Ltd. for official distribution in Israel.[264] Nintendo of Europe headquarters Former Nintendo of Europe headquarters in Großostheim, Germany, until 2014 Former Nintendo of Europe headquarters in Frankfurt, Germany, until 2020 Nintendo of Europe (formerly Nintendo Iberica) office in Lisbon, Portugal Nintendo's Australian subsidiary is based in Melbourne. It handles the publishing, distribution, sales, and marketing of Nintendo products in Australia and New Zealand. It also manufactured some Wii games locally. Nintendo's South Korean subsidiary was established on 7 July 2006 and is based in Seoul.[265] In March 2016, the subsidiary was heavily downsized due to a corporate restructuring after analyzing shifts in the current market, laying off 80% of its employees, leaving only ten people, including former CEO Hiroyuki Fukuda. This did not affect any games scheduled for release in South Korea, and Nintendo continued operations there as usual.[266][267] Takahiro Miura would later take over as CEO in 2018. Nintendo Phuten was incorporated in Taipei, Taiwan in 1991 as Phuten Co., Ltd. As Nintendo's Taiwanese subsidiary, it distributed Nintendo's products in Taiwan until its closure in 2014.[268] Its responsibilities was handed over to Nintendo (Hong Kong) Limited until 2025 when Nintendo Taiwan Co., Ltd. was formed in Taipei to handle sales in the region.[269][270] Nintendo (Hong Kong) Limited was incorporated on 7 April 2005. It marketed the Wii in Hong Kong, after Nintendo could not market the console in Mainland China under iQue for being unable to circumvent the ban on foreign-made consoles imposed by the Chinese government.[271][272] It currently handles distribution of Nintendo consoles in Hong Kong and Macau. Taiwan was also included under the division from 2014 until 2025. Although most of the research and development (R&D) is being done in Japan, there are some R&D facilities in the United States, Europe, and China that are focused on developing software and hardware technologies used in Nintendo products. Although they all are subsidiaries of Nintendo (and therefore first-party), they are often referred to as external resources when being involved in joint development processes with Nintendo's internal developers by the Japanese personnel involved. This can be seen in the Iwata Asks interview series.[273] Nintendo Software Technology (NST) and Nintendo Technology Development (NTD) are located in Redmond, Washington, United States, while Nintendo European Research & Development (NERD) is located in Paris, France, and Nintendo Network Service Database (NSD) is located in Kyoto, Japan. Most external first-party software development is done in Japan, because the only overseas subsidiaries are Retro Studios and Shiver Entertainment in the United States (acquired in 2002[274] and 2024,[275] respectively) and Next Level Games in Canada (acquired in 2021).[276] Although these studios are all subsidiaries of Nintendo, they are often referred to as external resources when being involved in joint development processes with Nintendo's internal developers by the Nintendo Entertainment Planning & Development (EPD) division. 1-Up Studio and Nintendo Cube are located in Tokyo, Japan, and Monolith Soft has one studio located in Tokyo and another in Kyoto. Nintendo established The Pokémon Company alongside Creatures and Game Freak to manage the Pokémon brand. Similarly, Warpstar, Inc. was formed through a joint investment with HAL Laboratory, which was in charge of the Kirby: Right Back at Ya! animated series as well as the web series It's Kirby Time. Both companies are investments from Nintendo, with Nintendo holding 32% of the shares of The Pokémon Company and 50% of the shares of Warpstar, Inc. Other notable subsidiaries include: iQue (China) Ltd. SRD Co., Ltd. Nintendo Pictures Nintendo Systems Active Boeki is a distribution company based in Kobe that handles the distribution of Nintendo hardware and software in Southeast Asia and the Middle East since the Game & Watch era, under the responsibility of Nintendo Co. Ltd. in Japan.[277] The company works with local resellers, such as Singapore-based Maxsoft handling distribution and sales in Singapore, Malaysia, Indonesia, Thailand and the Philippines. Active Boeki also works with resellers such as UAE-based Active Gulf and Saudi-based Shas Samurai, responsible for distribution and sales in the United Arab Emirates, Oman, Saudi Arabia, Qatar, Bahrain and Kuwait.[278] In 2023, Active Boeki through Shas Samurai has ceased its distributing operations for Saudi Arabia, as AIC Trading received distribution rights for Nintendo in the country, overseen by Nintendo of Europe.[277] Active Boeki through Maxsoft is also no longer the sole exclusive distributor for Nintendo in Southeast Asia after the appointment of new distributors in charge of distribution, sales, promotion and pop-up stores related to Nintendo products domestically in all countries previously covered by Maxsoft except Indonesia, such as Convergent Systems responsible for Singapore and Malaysia,[279][280] Synnex for Thailand,[281] and VST-ECS for the Philippines.[282] Bergsala, a third-party company based in Sweden, exclusively handles Nintendo operations in the Nordic region. Bergsala's relationship with Nintendo was established in 1981 when the company sought to distribute Game & Watch units to Sweden, which later expanded to the NES console by 1986. Bergsala was the only non-Nintendo owned distributor of Nintendo's products until 2019,[283] when Tor Gaming gained distribution rights in Israel. Nintendo has partnered with Tencent to release Nintendo products in China, following the lifting of the country's console ban in 2015. In addition to distributing hardware, Tencent helps with the governmental approval process for video game software.[284] In January 2019, Ynet and IGN Israel reported that negotiations about the official distribution of Nintendo products in the country were ongoing.[264] After two months, IGN Israel announced that Tor Gaming Ltd., a company established in earlier 2019, gained a distribution agreement with Nintendo of Europe, handling official retailing beginning at the start of March,[285] followed by opening an official online store the next month.[286] Main article: Nintendo marketing Nintendo of America has engaged in several high-profile marketing campaigns to define and position its brand. One of its earliest and most enduring slogans was "Now you're playing with power!", used first to promote its Nintendo Entertainment System.[287] It modified the slogan to include "SUPER power" for the Super Nintendo Entertainment System, and "PORTABLE power" for the Game Boy.[288] Its 1994 "Play It Loud!" campaign played upon teenage rebellion and fostered an edgy reputation.[289] During the Nintendo 64 era, the slogan was "Get N or get out".[288] During the GameCube era, the "Who Are You?" suggested a link between the games and the players' identities.[290] The company promoted its Nintendo DS handheld with the tagline "Touching is Good".[291] For the Wii, they used the "Wii would like to play" slogan to promote the console with the people who tried the games including Super Mario Galaxy and Super Paper Mario.[292] The Nintendo 3DS used the slogan "Take a look inside".[293] The Wii U used the slogan "How U will play next".[294] The Nintendo Switch uses the slogan "Switch and Play" in North America, and "Play anywhere, anytime, with anyone" elsewhere.[295] During the peak of Nintendo's success in the video game industry in the 1990s, its name was ubiquitously used to refer to any video game console, regardless of the manufacturer. To prevent its trademark from becoming generic, Nintendo pushed the term "game console", and succeeded in preserving its trademark.[296][297] Nintendo operates or licenses retail stores across the world. In Hong Kong, a third-party franchisee operates several Nintendo Switch-focused retail stores under the name of NSEW. The first store opened in March 2020 in Sham Shui Po.[298][299] Two additional stores later opened,[300] alongside a temporary pop-up store in the Hong Kong International Airport.[301] Another Nintendo Switch-focused store, Assemble, is located in Wan Chai. This store opened on November 14, 2024. This store features a dedicated section to third-party developer and publisher Cygames.[302] In June 2019, Nintendo's official Israeli distributor TorGaming Ltd. opened the second brick-and-morter Nintendo retail store in the world, entitled Nintendo Israel, at Dizengoff Center in Tel Aviv. The store was Dizengoff Center's second largest launch.[303] A second store, located in Eilat, was opened by TorGaming for the Summer of 2022.[304] On February 1, 2019, Nintendo announced that it would open Nintendo Tokyo as a facility at the then-under-construction Shibuya Parco department store in the Fall of that year, being their first self-managed store in the country.[305] The store opened with the complex on November 22, 2019.[306] Since Nintendo Tokyo's opening, two additional Nintendo stores have opened in Japan. Nintendo Osaka opened on November 11, 2022, located on the thirteenth floor of the Daimaru Umeda department store in Kita-ku, as a store-within-a-store.[307] Nintendo Kyoto, located within the Takashimaya Department Store building in Kyoto, opened on October 17, 2023.[308] In May 2012, Shas Samurai, Nintendo's official representative in Saudi Arabia, opened a "Nintendo World Store" at Al Faisaliah Mall in Riyadh.[309][310] See also: Nintendo New York Nintendo opened its first retail store, Nintendo World (now Nintendo New York), on May 14, 2005, at the former location of the Pokémon Center at Rockefeller Center in New York City.[311] Nintendo opened its second US store called Nintendo San Francisco in the city's Union Square neighborhood on May 15, 2025.[312][313] The Nintendo of America headquarters in Redmond, Washington has a private store which is open only to employees and invited guests.[314] Additionally, Nintendo launched official pop-up stores in 2021 at various Japanese cities,[315] and later in 2023 in Seoul,[316][317] Singapore,[318] and Hong Kong.[319][320] In use since the 1960s, Nintendo's most recognizable logo is the ovoid racetrack shape, especially the red-colored wordmark typically displayed on a white background, primarily used in the Western markets from 1985 to 2006. In Japan, a monochromatic version that lacks a colored background is on Nintendo's own Famicom, Super Famicom, Nintendo 64, GameCube, and handheld console packaging and marketing. Since 2006, in conjunction with the launch of the Wii, Nintendo changed its logo to a gray variant that lacks a colored background inside the wordmark, making it transparent. Nintendo's official, corporate logo remains this variation.[321][failed verification] For consumer products and marketing, a white variant on a red background has been used since 2016, and has been in full effect since the launch of the Nintendo Switch in 2017. 1889–1950 1950–1960 1960–1965 1965–1967 1967–1968 1968–1970 1970–1972 1972–1975 1975–present 1975 logo with grey coloring, 2004–2016 1975 logo with red background, 2016–present For many years, Nintendo had a policy of strict content guidelines for video games published on its consoles. Although Nintendo allowed graphic violence in its video games released in Japan, nudity and sexuality were strictly prohibited. Former Nintendo president Hiroshi Yamauchi believed that if the company allowed the licensing of pornographic games, the company's image would be forever tarnished.[322] Nintendo of America went further and games released for Nintendo consoles could not feature nudity, sexuality, profanity (including racism, sexism or slurs), blood, graphic or domestic violence, drugs, political messages, or religious symbols—with the exception of widely unpracticed religions, such as the Greek Pantheon.[323] The Japanese parent company was concerned that it may be viewed as a "Japanese invasion" by forcing Japanese community standards on North American and European children. Past the strict guidelines, some exceptions have occurred: Bionic Commando (though swastikas were eliminated in the US version), Smash TV and Golgo 13: Top Secret Episode contain human violence, the latter also containing implied sexuality and tobacco use, River City Ransom and Taboo: The Sixth Sense contain nudity, and the latter also contains religious images, as do Castlevania II and III. Nintendo's content policy is responsible for the Genesis version of Mortal Kombat having more than double the unit sales of the Super NES version, largely due to Nintendo forcing its publisher Acclaim to recolor red blood to look like white sweat within the game and to tone down its gorier and more violent graphics.[324] By contrast, Sega allowed blood and gore to remain in the Genesis version (though a code is required to unlock the gore). Nintendo allowed the Super NES version of Mortal Kombat II to ship uncensored the following year with a content warning on the packaging.[325] Video game ratings systems were introduced with the Entertainment Software Rating Board (ESRB) of 1994 and the Pan European Game Information of 2003, and Nintendo discontinued most of its censorship policies in favor of consumers making their own choices. Today changes to the content of games are done primarily by the game's developer or, occasionally, at the request of Nintendo. The only clear-set rule is that ESRB AO-rated games will not be licensed on Nintendo consoles in North America,[326] a practice which is also enforced by Sony and Microsoft, its greatest competitors in the present market. Nintendo has since allowed several mature-content games to be published on its consoles, including Perfect Dark, Conker's Bad Fur Day, Doom, Doom 64, BMX XXX, the Resident Evil series, Killer7, the Mortal Kombat series, Eternal Darkness: Sanity's Requiem, BloodRayne, Geist, Dementium: The Ward, Bayonetta 2, Devil's Third, and Fatal Frame: Maiden of Black Water. Certain games have continued to be modified, however. For example, Konami was forced to remove all references to cigarettes in the 2000 Game Boy Color game Metal Gear Solid (although the previous NES version of Metal Gear, the GameCube game Metal Gear Solid: The Twin Snakes, and the 3DS game Metal Gear Solid 3: Snake Eater 3D, included such references), and maiming and blood were removed from the Nintendo 64 port of Cruis'n USA.[327] Another example is in the Game Boy Advance game Mega Man Zero 3, in which one of the bosses, called Hellbat Schilt in the Japanese and European releases, was renamed Devilbat Schilt in the North American localization. In North American releases of the Mega Man Zero games, enemies and bosses killed with a saber attack do not gush blood as they do in the Japanese versions. However, the release of the Wii was accompanied by several even more controversial games, such as Manhunt 2, No More Heroes, The House of the Dead: Overkill, and MadWorld, the latter three of which were initially published exclusively for the console. Nintendo of America also had guidelines before 1993 that had to be followed by its licensees to make games for the Nintendo Entertainment System, in addition to the above content guidelines.[322] Guidelines were enforced through the 10NES lockout chip. Licensees were not permitted to release the same game for a competing console until two years had passed. Nintendo would decide how many cartridges would be supplied to the licensee. Nintendo would decide how much space would be dedicated such as for articles and advertising in the Nintendo Power magazine. There was a minimum number of cartridges that had to be ordered by the licensee from Nintendo. There was a yearly limit of five games that a licensee may produce for a Nintendo console.[328] This rule was created to prevent market over-saturation, which had contributed to the video game crash of 1983. The last rule was circumvented in several ways; for example, Konami, wanting to produce more games for Nintendo's consoles, formed Ultra Games and later Palcom to produce more games as a technically different publisher.[322] This disadvantaged smaller or emerging companies, as they could not afford to start more companies. In another side effect, Square Co. (now Square Enix) executives have suggested that the price of publishing games on the Nintendo 64[329] along with the degree of censorship and control which Nintendo enforced over its games,[citation needed] most notably Final Fantasy VI, were factors in switching its focus towards Sony's PlayStation console. In 1993, a class action suit was taken against Nintendo under allegations that their lockout chip enabled unfair business practices. The case was settled, with the condition that California consumers were entitled to a $3 discount coupon for a game of Nintendo's choice.[330] Main article: Intellectual property protection by Nintendo Nintendo has generally been proactive in ensuring that its intellectual property in both hardware and software is protected. Nintendo's protection of its properties began as early as the arcade release of Donkey Kong which was widely cloned on other platforms, a practice common to the most popular arcade games of the era. Nintendo did seek legal action to try to stop the release of these unauthorized clones but estimated they still lost $100 million in potential sales to these clones.[331] Since then, Nintendo has been proactive in preventing copyright infringement of its games by video game emulators and fan games and other works using the company's intellectual property. The company has also suffered from various data breaches and has sought action against those that have released these leaks. Nintendo Seal of QualitySeal in NTSC regionsSeal in PAL regions The gold sunburst seal was first used by Nintendo of America, and later by Nintendo of Europe. It is displayed on any game, system, or accessory licensed for use on one of its video game consoles, denoting the game has been properly approved by Nintendo. The seal is also displayed on any Nintendo-licensed merchandise, such as trading cards, game guides, or apparel, albeit with the words "Official Nintendo Licensed Product".[332] In 2008, game designer Sid Meier cited the Seal of Quality as one of the three most important innovations in video game history, as it helped set a standard for game quality that protected consumers from shovelware.[333] In NTSC regions, this seal is an elliptical starburst named the "Official Nintendo Seal". Originally, for NTSC countries, the seal was a large, black and gold circular starburst. The seal read as follows: "This seal is your assurance that NINTENDO has approved and guaranteed the quality of this product." This seal was later altered in 1988: "approved and guaranteed" was changed to "evaluated and approved". In 1989, the seal became gold and white, as it currently appears, with a shortened phrase, "Official Nintendo Seal of Quality". It was changed in 2003 to read "Official Nintendo Seal".[332] The seal currently reads:[334] The official seal is your assurance that this product is licensed or manufactured by Nintendo. Always look for this seal when buying video game systems, accessories, games, and related products. In PAL regions, the seal is a circular starburst named the "Original Nintendo Seal of Quality". Text near the seal in the Australian Wii manual states: This seal is your assurance that Nintendo has reviewed this product and that it has met our standards for excellence in workmanship, reliability, and entertainment value. Always look for this seal when buying games and accessories to ensure complete compatibility with your Nintendo product.[335] In 1992, Nintendo teamed with the Starlight Children's Foundation to build Starlight Fun Center mobile entertainment units and install them in hospitals.[336] By the end of 1995, 1,000 Starlight Nintendo Fun Center units were installed.[336] The units combine several forms of multimedia entertainment including gaming, and are a distraction as well as brightening moods and boosting children's morale during hospital stays.[337] Nintendo has consistently been ranked last in Greenpeace's "Guide to Greener Electronics" due to Nintendo's failure to publish information.[338] Similarly, they are ranked last in the Enough Project's "Conflict Minerals Company Rankings" due to Nintendo's refusal to respond to multiple requests for information.[339] Like many other electronics companies, Nintendo offers a recycling program for customers to mail in unused products. Nintendo of America claimed 548 tons of returned products in 2011, 98% of which became reused or recycled.[340] The Nintendo Difference: Nintendo's Impact On Gaming "Nearly every generation, Nintendo has led a charge of innovation that has fundamentally reshaped the gaming world. These innovations haven't always been well received, but Nintendo's fingerprints are so firmly etched into our industry, that the company is arguably the most important figure in it." Ben Reeves, Game Informer[341] It is considered that Hiroshi Yamauchi's strategic decisions, mainly to take Nintendo into the world of electronic games, ensured not only the success of his company but the survival of the industry as a whole, as it "restored public confidence in electronic games after the gloomy collapse of the U.S. market in the early 1980s". The company was already the most successful in Japan by 1991, with its products having "redefined the way we play games" and its business model having prioritized title sales strategies over consoles, unlike what most distributors at the time were doing.[342] Its social responsibility policy and philosophy focused on quality and innovation have already led to Nintendo being classified as a "consumer-centric manufacturer", something that has allowed it to differentiate itself from its direct competitors, Sony and Microsoft.[342] Forbes magazine has since 2013 included Nintendo in its list of the "World's Best Employers", which takes into consideration work environment and staff diversity.[343][344] Time magazine in turn chose Nintendo in 2018 as one of the "50 Genius Companies" of the year, saying that "resurrection" has become a "habit" of the company and highlighting the success of the Nintendo Switch over the Wii U.[345] Its capital in 2018 exceeded ten billion yen and net sales were over nine billion dollars, mostly in the North American market,[346] making it one of Japan's richest and most valuable companies.[347][196] Nintendo characters have had a significant impact on contemporary popular culture. Mario has gone from being just a corporate mascot to a "cultural icon",[348] as well as one of the most famous characters in the industry. According to John Taylor of Arcadia Investment Corp. the character "is by far the biggest single property in electronic gaming."[349] Other prominent company characters include Princess Peach, Pikachu, Link,[350] Donkey Kong, Kirby, and Samus Aran.[351] Lewis Galoob Toys, Inc. v. Nintendo of America, Inc. Universal City Studios, Inc. v. Nintendo Co., Ltd.

^ White-on-red variant used since 2016 ^ 2,962 of the company's 8,205 employees are employed by Nintendo Co., Ltd. directly. The remaining 5,243 are employed by its subsidiaries. ^ Japanese: 任天堂株式会社, Hepburn: Nintendō kabushiki gaisha ^ 任天堂骨牌, Nintendō Koppai ^ 山内任天堂, Yamauchi Nintendō ^ 山内任天堂株式会社, Yamauchi Nintendō kabushiki gaisha ^ 丸福株式会社, Marufuku kabushiki gaisha ^ 任天堂骨牌株式会社, Nintendō Karuta kabushiki gaisha ^ 任天堂株式会社, Nintendō kabushiki gaisha

^ a b "Corporate Information : Company Profile". Nintendo Co., Ltd. Archived from the original on 5 May 2019. Retrieved 11 January 2023. ^ a b c d e f g h i j k l m n o "Corporate Information : Company History". Nintendo Co., Ltd. Archived from the original on 30 July 2014. Retrieved 11 January 2023. ^ a b c d e f g h i j k l m n o p q r s t u v w x y z aa ab ac ad ae af ag ah ai "Nintendo History". Nintendo of Europe GmbH. Archived from the original on 24 January 2023. Retrieved 11 January 2023. ^ "Consolidated Results for the Years Ended March 31, 2021 and 2022" (PDF). Nintendo Co., Ltd. 10 May 2022. Archived (PDF) from the original on 10 May 2022. Retrieved 12 January 2023. ^ "IR Information : Stock Information - Status of Shares". Nintendo Co., Ltd. Archived from the original on 21 September 2013. Retrieved 11 January 2023. ^ MacNeil, Jessica (23 September 2019). "Nintendo is founded, September 23, 1889". EDN. Archived from the original on 27 August 2020. 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Quotation occurs at 52:00. ^ a b "Nintendo Treehouse Live - E3 2018 - Arcade Archives Donkey Kong, Sky Skipper". YouTube. Nintendo Everything. 14 June 2018. Archived from the original on 3 October 2023. Retrieved 28 September 2024. Mr. Arakawa, who was the president, and myself looked at the character, and we had a landlord that happened to be named Mario as well, and we'd never met the guy, so we thought it'd be funny to name this main character Mario after our landlord in Southcenter. And that's actually how Mario got his name. Quotation occurs at 2:25. ^ Edwards, Benj (25 April 2010). "The True Face of Mario". Technologizer. Archived from the original on 25 June 2011. Retrieved 30 June 2011. ^ Takano, Masaharu (19 December 1994). "How the Famicom Was Born – Part 7". Nikkei Electronics. Archived from the original on 21 May 2020. Retrieved 25 May 2020. ^ Narcisse, Evan (16 October 2015). "How Nintendo Made the NES (And Why They Gave It A Gun)". Kotaku. 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