Major assignment 1

Essay

Discussion of Innovation

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Innovations in the Art of Video Games

Nintendo, a name synonymous with video games and one of the founding companies of video game culture has always been at the forefront of technology and innovation. While the library of games that the company it self outputs is small as compared to rival companies, its ethos has always been quality over quantity.

Many genres of games and game design have been attributed to this company, heralded as a national icon of Japan, Nintendo is as much part of the Japanese culture as the many landmarks and icons.

The innovative approach that Nintendo took to claim a great share of the market was to go the opposite direction of the trend. The undertaking was a risky venture which paid off immensely, in the process and almost overnight created a new market and culture .

Video games have tend to be the target for the particular demographic of minors to sub adults. Nintendo developed a video game technology which was easily accessible to people of all ages and demographic, it sought to change perception of video games as an unhealthy means of entertainment, by utilising physical activity and interaction.

While rival companies took the part of direct evolution of the video game product, Nintendo took the revolutionary path, down to the development project title as this extract illustrates :

Imagine that you are one of the major video game console manufacturers in the world. Everyone in the industry is selling approximately the same thing -- a console containing the processor along with a two-handed game controller.

One way to create a splash would be to totally blow out the amount of processor and graphics firepower. The problem is that both the Xbox 360 and the PlayStation 3 have already staked out the high ground here.

So Nintendo took a different and far riskier path. Initially, it chose the codename "Revolution" for its new game console.

As the development title suggest, this was to be a revolution of the video game industry, not an evolution which the competitors sought to take.

The feature that sets the Wii apart from both its competitors and its ancestors is the Wii remote, or the interaction means, the device's control pad. Instead of a bulky, button-studded joystick, Nintendo has produced a slim wand representing a television remote control. It's connected to the console wirelessly, and more important, it's equipped with an innovative motion sensor that detects movement and rotation in three dimensions.

By creating this method of interaction a whole new world of possibilities were opened for development. Suddenly the video game demographic was burt at the seams, due to the product and its welcoming nature for people of all ages. The method of control was designed to be as familiar and intuitive as television remote control, every person in the developed world has a television and they more then familiar with such device and ease of usage, just point and press, now just point and play, simplicity which urges an individual who has never played a videogame to actually have the courage or want to try and experience it.

The Wii remote allows users to get up, move around the room and become part of the game. If you want your character on the screen to swing his sword, you wield the remote and make the thrusts and parries yourself. In a game of baseball, you hold the remote like a bat, and swing for the stands when you want your virtual player to do the same. By giving players the ability to physically interact with a virtual world, Nintendo has significantly changed the experience of videogaming. It's suddenly more immersive, more compelling and potentially more appealing to consumers who have never considered buying a videogame console before.

Enjoyment with a physical twist, no longer do games have to be unhealthy as one is seated all day to play a game, the Nintendo console and games demand user interaction on a physical level, to the point where games have been developed as an aid to healthy and fit life styles and have even been recommended by some members of various medical professions. The innovative product makes exercise fun, you can have a cardiovascular work out just by being immersed in a video game.

The Nintendo video game system encompasses the seven sources of innovative opportunity by being a successful in the event of being unexpected. unexpected in the sense that a risk was taken to go opposite to the current trends of the time. While the competitors continued along an path of evolution Nintendo choose to revolutionise not only their technical product but also their market.

Nintendo defined a need for a new direction of development, they recognised the way things were in a state of evolutionary technological direction, they understood the direction which they should take to define the next, consumers and technology. Although their technology is inferior in terms of pure numbers and analytic, to that of their competitors , they used the power of intuition and innovation of practice and experience to maintain and adhere to their goals.

Nintendo fulfilled their needs of ideals first and foremost, this put the company as taking more the one risk but a string of risks to develop a product with a technological handicap. The video game industry in the form of innovative products was growing stale due to the evolutionary progression of technology and the easier methods of manufacturing and advancement. Although, the demographic did not scream out that they needed this, Nintendo took the initiative to define their needs a company first, which would only benefit and address the needs of existing consumers as well expanding through to new ones. In the end, the industry got what it needed, a boost of innovation and direction from one of the founders of the industry, the consumers got what they needed, in the form of an innovative and a capturing experience which was very different to the competitors and easily accessible.

The expansion of this product to a new market included a wide mixture of demographic, the reason being the product was inviting, very user friendly due to its innovative user interaction and appealing to all ages. This product literally did change the life styles of many people. For instance it aided and nurtured as sense

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