

Free report on nintendo wii

[Entertainment](#), [Video Games](#)



Nintendo Wii is a leading home video game console designed to offer inimitable active and social entertainment for the whole family. The leading features of the Nintendo Wii include Wii Remote, Wii motion sensitive control to sense movement and gameplay options, wireless control, and internet connectivity through the WiiConnect. The Nintendo Co. Ltd that develops and markets interactive entertainment products produces Nintendo Wii.

Additionally, Nintendo Co. Ltd produces and markets software and hardware for some of the home video game systems. The Nintendo brand is a strong name in the video game industry thereby enabling the company to have an edge over other competing brands in the industry. The company is not only famous for the production of video consoles but also for other products such as the Mario game series. Last but not important, Nintendo Co. Ltd has global presence and wide geographical diversification that enables it to minimize business risks (Wii, 2012).

Innovation

Nintendo is among the leading global companies when it comes to the production, design, and refinement of new products. According to Ziesak (2009), innovation entails the process of transforming opportunities into model ideas, and in turn putting the ideas into widely used practice. As such, Nintendo used innovation as the driving force for transforming opportunities in the video console market into viable business. The Company combined several processes such as the conception of new ideas, inventing a new device, and finding a new market (Ziesak 2009). This shows that Nintendo organized the innovation, development, and consumption of the Nintendo Wii.

The open innovation practice at Nintendo can be attributed to the desire to develop a different gaming experience into the market (Bonaccorsi, and Rossi, 2007). For this reason, Nintendo chose to adopt a different positioning strategy as compared to those strategies adopted by the competitors. Whilst Sony's PlayStation and Microsoft's Xbox based their competition on having the most advanced graphic engines, Nintendo defied this tradition and instead, chose to develop the Wii on how customers wanted to play. This led to the introduction of a new concept into the gaming industry. Eventually, customer understanding was integrated into the creation of a gaming platform characterized by fun, innovation, and uniqueness (Nelson, and Nelson, 2009).

Drivers for Innovation

Speaking of the main drivers of innovation and their influences on the development of the Nintendo Wii, several factors contributed to the innovation and development of the Nintendo Wii. Vision is the first factor in influencing the strategy, innovation, and development of the Wii. Even though companies often find vision for their products later in life, it is emphatically crucial to find vision before the innovation of the product (Bonaccorsi, and Rossi, 2007). Developers for the Wii based the development of the Wii on concrete concept and this approach was guided through having a vision. Second, Nintendo Co. Ltd did not depend of factors and roadmaps guiding the development of new products. For Nintendo, it defied several trends that characterize the rate of innovativeness in the field of technology through the production of the Nintendo Wii. For instance, technological roadmaps in the video game industry dictate that competing companies

should base their competition based on performance, display, and other size (Hartley, 2008). However, the innovation of the Nintendo Wii took a different direction by consideration on developing products that could minimize power consumption while at the same time maintaining specific performance (Hartley, 2008). The Nintendo Co. Ltd increased the performance value of the Wii by placing emphasis on the aspect of performance on the environment (Von Hippel, 2008).

Third, innovation for the Wii was driven by the collaboration of the company with developers (chip manufacturer), Nintendo's gaming team, and employers. For instance, the idea of developing the one-handed control device for the Nintendo cannot be attributed to a single person but rather it came from a fantastic union of ideas from several individuals. The design team collected ideas and opinions from all individuals concerning the development of the hardware (Takahashi, 2006). Experience from the gaming team provided immeasurable value during the development of the gaming device. Nintendo boasts of nearly twenty very experienced gaming teams made up of three individuals, each teaming being assigned to work on a particular section of the peripheral or control parts of the GameCube. Through the division and diversification of roles, several roles were developed, the most remarkable being the Wii Remote controller (Takahashi, 2006).

The Last driver of innovation that led to the innovation of the Nintendo Wii was the capability of the company. Nintendo Co. Ltd is historically known for developing innovative products, even at the worst of situations. This can be

attributed to its capability of applying a multiplicity of techniques in the identification and provision of solutions for issues that needs solution over the years. This factor proved to be of significant advantage during the design and development of the Nintendo Wii. The dynamic capacity of embedded in Nintendo's processes and routines, thereby enabling it to analyze the movement and development of knowledge in addition to relating this aspect to the creation and maintenance of competitive advantage (Bonaccorsi, and Rossi, 2007).

Creativity

Creativity involves the confluence of several components in the development of products or frameworks. These factors include but are not limited to creative thinking, knowledge, and motivation. The incorporation of these factors played a fundamental role during the development of the Nintendo Wii. Knowledge contributed in providing the requisite understanding of how individuals contributed in adding advantage on the creative efforts (Rosenbloom, 2007). Similarly, creative thinking involves to the nature with which individuals approach problems and it as well, depends on the thinking styles and personality of individuals. Lastly, motivation provides the necessary ingredient to guide creative production, and interests and passions of the individuals work guide it (Rosenbloom, 2007).

For Nintendo, creativity led to the development of a different but innovative product that outshined products from the competitors. The Nintendo Wii creativity was designed from the different abilities of individuals and teams coupled with their ability to employ imaginative thinking in coming up with

original products. The culture of creativity at Nintendo Co. Ltd is closely related to the level of innovation. A number of factors determine the culture of creativity at Nintendo. This include the personal abilities of developers and employees to think literally and imaginatively in coming up with innovative products. Second, the technical abilities and skills of enable developers to transform their ideas into tangible products. Final on the list is the innovative environment at Nintendo provides an ideal environment that encourages and appreciates the application of creativity in coming up with the most innovative product in the market.

Creativity in the design of the Nintendo Wii box brought a new experience in the gaming industry. Of particular significance is the WiiWare service that provides unlimited boundaries to developers when it comes to game creation. This service is a showcase of novel ideas that enables users to connect to game developers, download games, and reduce costs associated with the development of console games (Hartley, 2008). To developers, the WiiWare service provides an opportunity to develop games from small budgets. It also gives access to smaller game developing teams to obtain a platform for sourcing the ideas from their creativity. This has led to the increased growth of the WiiWare Library that has enhanced inventive addition of video gaming experiences. A review of games such as the LostWinds, Pop, Final Fantasy Crystal Chronicles, and VIP Casino: Blackjack gives an example of how the level of creativity on the WiiWare can produce.

Knowledge and Creative Thinking

Knowledge entails applying all relevant information in the development of a new concept or finding solutions to an existing problem. Knowledge is an essential factor when it comes to creativity for it allows individuals the opportunity to use their technical expertise in the development of model products (Piller, and Walcher, 2006). Additionally, it enhances the ability of individuals to combine the knowledge gained from past disparate situations. The concept of creative thinking also played a huge role in the creativity process of the Nintendo Wii. Some of the concepts that might have contributed to enhanced creativity included combination of knowledge gained from experiences, the ability to persevere in harsh situations during the time of creativity, and the ability of developers to agree with each other. Nelson and Nelson (2009) cite important aspects of creativity as being synthetic, practical, and analytical. It is synthetic in the sense that creativity calls for the ability to generate new, high quality, and task appropriate ideas. Simply put, the synthetic ability aids to redefine problems effectively and as well, to think insightfully. The analytic ability enabled developers to make judgment of their own ideas, in addition to evaluating their strengths and weakness, and designing ways of improving them (Nelson, and Nelson, 2009). Practicality entails the application of intellectual skills when faced with different situations.

The Product Design

The Nintendo Wii is a leading home video game console designed to offer inimitable active and social entertainment for the whole family (Wii, 2012). A video game in this sense refers to the interaction between the interface and the user through the provision of visual feedback. Undeniably, controlling the

gaming experience using motion is an intuitive, fun, and active experience that gives a new experience to the art of gaming. The Nintendo Wii is revolutionary gaming device built with a controller device to deliver high quality but motion sensitive graphics. In addition, the Nintendo Wii is has in built Wi-Fi to facilitate the WiiConnect service. The WiiConnect services enable players to access free online services and as well, to be able to download games. The Virtual Console of the Nintendo Wii is compatible with virtually all the controllers found in the earlier version of the GameCube. An in-built SD slot enhances the photo viewing experiences and storage. The internet connectivity of the Nintendo Wii makes it compatible with online video streaming from Netflix (Wii, 2012).

Components of the Nintendo Wii

Other than the Wii Console, the Nintendo Box comprises of the Wii Remote Plus Controller, Nunchuk Controller, Standard Composite Cable, and Power Adapter, Sensor Bar (Wii, 2012). The Wii Remote Plus is a unique control component of the Nintendo Wii and is built with the ability to sense and respond to rotation or any motion during the gaming experience. This increases the level of participation particularly in games that involve movement. Another controlling device for the Nintendo Wii is the Nunchuk controller that increases the flexibility associated with the gaming experience (Wii, 2012).. Like the Wii Remote Plus, the NunChuk can sense motion and is equipped with a control stick and two buttons to control the movement of characters in complex situations. There is also a wide range of other accessories that can be used alongside the Nintendo Wii console and this includes the Wii Balance Board, Wii Wheel, and the Classic Controller

Pro. The Wii Component Video Cable aids in connecting the system to the TV system. Unfortunately, the Nintendo console can only be connected to a High-Definition TV.

Wii Setup

The Nintendo Wii is built with an easy and simple to connect design with only five connectivity ports. These ports are for the sensor bar, the propriety AV cable, the power adapter, and the last two ports are for USB connectivity. Setting up the system involves plugging in the sensor bar and connecting the video cable into the TV. The Wi-Fi connection on the Wii works comfortably in any network connection encrypted WPA and secured WEP Wi-Fi networks. This facilitates connection into the WiiConnect service. From this service, it is easier to download additional game content, update programs and software, and access online programs (The Viewspaper, 2010).

Channels and Communication

Wii Channels is navigated through a sequence of pages and the easier design provided by the WiiConnect Service Channels. Default channels on the Nintendo Wii include the photo channel, the news channel, the forecast channel, the cute avatar-generating channel, and the message channel (The World is Green, 2006). Still on the homepage, access to GameCube or disc-based games is easier. The Photo channel is enables users to edit and display photos in addition to playing different music files. Creating and modifying Miis, and cute little avatars on the Mii Channel. This is one of the most interesting features because it enables users to create Miis that resemble themselves. The Forecast Channel provides users with an

opportunity to turn the Nintendo Console into a personalized weather channel. This can be attributed to its capabilities in providing weekly weather forecasts, local weather forecasts, and even UV reports. International weather reports for major cities can also be shown from the Forecast channel. Speaking of the News Channel, it is comparable to the Forecast Channel, the only difference being that it provides news as compared to weather. For instance, the News Channel makes it easier to download breaking stories from channels such as the AP service. Even though, the news is presented in form of text, the different stories are organized into sections depending on the headline (The World is Green, 2006).

Music and Sports Connection

Speaking of music connection, the use of the Wii Remote facilitates easier selection of music from the Wii Music game. This component helps users to learn to play music instruments with the aid of video games. As such, the innovative capability of the Nintendo Wii is shown from this productive and skillful ability. The Nintendo Sports game is streamlined with several sports channels such as football, boxing, tennis among others (The World is Green, 2006). The Nintendo Sports also guides users during workouts and exercise sessions.

Conclusion

Undoubtedly, Nintendo is among the leading global companies when it comes to the production, design, and refinement of new products. Similarly, its product, Nintendo Wii, is a leading home video game console designed to offer inimitable active and social entertainment for the whole family. Several

factors have been influential for the success of the Nintendo Wii in the video gaming industry. By examining this product using four main components: design, innovation, knowledge, and creativity, the products of innovation can be shown. In terms of design, the Nintendo Wii is revolutionary gaming device built with a controller device to deliver high quality but motion sensitive graphics. The Nintendo Box comes with components that are easy to connect such as the sensor bar, the propriety AV cable, the power adapter, and the last two ports are for USB connectivity. Wi-Fi capabilities make it easier for users to connect and access more online services and games.

The Nintendo Wii is another product of high innovativeness and creativity. For Nintendo, creativity led to the development of a different but innovative product that outshined products from the competitors. The Nintendo Wii creativity was designed from the different abilities of individuals and teams coupled with their ability to employ imaginative thinking in coming up with original products. The open innovation practice at Nintendo can be attributed to the desire to develop a different gaming experience into the market. For this reason, Nintendo chose to adopt a different positioning strategy as compared to those strategies adopted by the competitors such Microsoft and Sony. Knowledge was an essential factor when it came to creativity for the Nintendo Wii because it allowed individuals the opportunity to use their technical expertise in the development of model products. Lastly, creativity led to the development of a different but innovative product that outshined products from the competitors. The Nintendo Wii creativity was designed

from the different abilities of individuals and teams coupled with their ability to employ imaginative thinking in coming up with original product.

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