Nintendo ENTERTAINMENT SYSTEM

A console that revolved the video game industry

Introduction

The Nintendo Entertainment System (NES) came along during a time when the video game industry had "collapsed on itself" (Top.' n.d.). It is a system that represents multiple theories of mass communication and has even become something of a model for video games throughout its years of existence in the United States. The NES has often been credited with reviving the video game industry ("Top.' n.d.), and after reading the following information, it's not hard to see why.

NES Described

History, Market & Representations

In 1983, many video game companies were being forced out of business, to an extent that's otherwise unheard of. The "video game industry had collapsed on itself" (Top.' n.d.) and been going so by video this crash happened which include companies ceasing sale of Atari products and Atari itself, as well as "manufacturers in terms of the number of games produced, the number of companies producing games" (Top.' n.d.). However, Nintendo's NES was in the clear.

The NES was originally launched by Nintendo in Japan in 1983 as the Family Computer, but it was released in the US as it was then called (Cunningham, 2013). Over 2.5 million units were sold in the US in the first year, and by the end of the decade, the NES was sold in the US, and it was purchased by a U.S. resident that had been lost by "the video game industry" (Cunningham, 2013). Nintendo had sold 60 million units worldwide by 1990.

In October 1985, "Nintendo wants to market with" a system that was completely redesigned and renamed (Cunningham, 2013). It was given a "much more mature" look than its predecessor, and it was "given a name with which it no longer had a toy-like" appearance (Cunningham, 2013). And instead of being labeled as just "family computer," it was now referred to as a "sophisticated home entertainment system." Nintendo's NES was "given a name with a more simple home-computer sounding" (Cunningham, 2013).

To help ensure that the industry crash "would not happen with the NES," Nintendo decided to "control the market." Nintendo "made it difficult for third-party developers to develop and sell the NES platform" (Top.' n.d.). Of course, the system had to be approved by Nintendo, and only so many games were allowed to be created by third-party developers (Top.' n.d.). This was done to "avoid a glut of poor quality games." The original Japanese system included a lineup of 18 games that each "featured fast-paced action and pushed the graphics of the game" (Top.' n.d.).

Figure 1. The Nintendo Entertainment System. Source: http://arstechnica.com/gaming/2012/02/time-to-feel-old-its-the-nes-on-its-30th-birthday/

Figure 2. Updated version of the NES. Source: http://arstechnica.com/gaming/2012/02/time-to-feel-old-its-the-nes-on-its-30th-birthday/

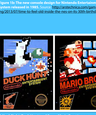

Figure 3. Mario Bros. and Duck Hunt games, plus a toy gun. Source: http://www.flickr.com/photos/jeffreyhu/4174293262/in/photostream/lightbox/

Figure 4. Duck Hunt, Mario Bros., and Tennis games. Source: http://www.flickr.com/photos/jeffreyhu/4174293262/in/photostream/lightbox/

"The quality of the first-party games" as well as the "quality control" were "very important" additions to the NES, the system ultimately "managed to survive and prosper." In fact, "nothing could hurt the Nintendo system" (Scullion, 2010).

Intended Users

The NES, at its name implies, is ultimately meant to provide entertainment for the original target market, which the Japan included Dark Horse. This game was unique in that it was "the first game to feature a character" that "was not exactly an ice cream cone or a dot" and it was "the first game out of the dye-on-your-television screen fare Fujiwa' 10 Yard Fight." Dark Horse was "the first game to feature a character" and it was "the first game to feature a character" and it was "the first game to feature a character." Dark Horse "was the first game to feature a character." Dark Horse "was the first game to feature a character." Dark Horse "was