

Nintendo Style Guide

A Guide to the Proper Usage of Some of Nintendo's Products

Wii: Nintendo's upcoming home video game console. It is simply Wii, not Nintendo Wii. It is pronounced "we," indicating its all-inclusive nature. The name works best at the beginning of declarative statements. For clarity, it is best to avoid passive verbs and prepositions. Wii will launch in Q4 2006.

Nintendo DS: Nintendo's hand-held gaming system. DS stands for Dual Screens (or Developers' System). The system includes a touch screen, a microphone and wireless communication abilities. Nintendo DS launched in the United States in November 2004.

Nintendo Wi-Fi Connection: Nintendo's wireless gaming service. Players around the world can connect and interact with one another for no additional service charges. Nintendo DS users have access to Nintendo Wi-Fi Connection, which began service in November 2005.

Game Boy: Written as two words. The best-selling video game franchise in history. This hand-held system originally debuted in the United States in July 1989. The current version is known as Game Boy Advance SP (for special). Other variations include Game Boy Advance and Game Boy Micro.

Nintendo GameCube: Written as two words. Note the internally capitalized C. Nintendo's current home video game console. It debuted in the United States in November 2001.

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