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# EGM<sup>2</sup>

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# PRESS START



## VIRTUAL BOY—WILL IT DELIVER GAME PLAY?

The Virtual Boy is ready to roll into the marketplace Aug. 14. The three-dimensional, virtual immersion, 32-Bit video game system will have five titles available at launch. The unit will be packed with one title. The Virtual Boy will cost \$179.99.

# VIRTUAL BOY™

One of the problems with the unit is that it uses six AA batteries. However, Nintendo has solved that problem: Later this year, an AC-adaptor will be sold separately for \$24.95.

Virtual Boy is a RISC-based, 32-Bit system that uses two high-resolution, mirror-scanning LED (light-emitting diode) displays to produce a 3-D experience not possible on conventional television, LCD screens or any other system currently on the market. It immerses the

background. The experience is further enhanced through stereophonic sound. The system has a specially designed, double-grip controller allowing the characters multi-directional movement. Virtual Boy combines 3-D image immersion technology

developed by Nintendo with proprietary display technology created by Reflection Technology, Inc., of Waltham, MA, and licensed exclusively to Nintendo on a worldwide basis.

In order to get the retail community to put the product into their stores, Nintendo announced that they would be giving retailers a two-for-one option to buy Virtual Boy point-of-purchase units for \$650. Retailers will be able to buy one Virtual Boy unit and get the other one free. You,

as the gamer, will have a chance to try the system to see what it's like. "Virtual Boy is unlike

anything currently available for the home," says Peter Main, Nintendo's vice president of marketing. "We're bringing a totally unique, 3-D gaming experience to the

marketplace at an affordable price and in time to get a jump on the holiday shopping season. We expect to sell more than 1.5 million hardware units and 2.5 million pieces of software by the end of 1995."

In August when the Virtual Boy is launched, several first-party software titles will be available, including *Telero-boxer* (pictured left), a first-person, futuristic boxing title; *Galactic Pinball* (right), a space-age pinball game featuring five three-dimensional, arcade-style tables; *Mario Clash* (center), a typical Mario action-adventure game

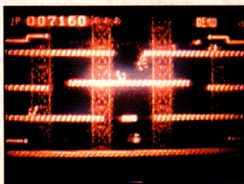
inspired by the original *Mario Brothers*; *Mario's Dream Tennis*, a tennis simulation with

a 3-D view of the court; *Red Alarm*, a polygon-based space shooter and finally, *Wario Cruise*. Over 100 third-party publishers are working on a number of titles like



**Whether or not the Virtual Boy has a leg to stand on with gamers remains a mystery.**

*Vertical Force* and *Panic Bomberman* from Hudson-Soft, a high-action, space-shooter game; *Golf*, from T&E; *Virtual League Baseball* from Kemco; *Atlas* will bring out *Devil Busters* and *Ocean* will have *Waterworld* (based on the movie) and *Worms*, similar to *Lemmings*.



user in a 3-D world and eliminates most external stimuli, plus it sends players into their own private universe with high-resolution red images against a deep black

Be prepared for an awesome 3-D experience when the Virtual Boy is released. It's something to be seen so get on board the action with this new system!



# NINTENDO, NBC AND BLOCKBUSTER STRUTTING THEIR STUFF WITH VIRTUAL BOY PROMO

Mario and Nintendo will be strutting their stuff with NBC's peacock and the help of video rental giant Blockbuster Video starting in August. Video game fans will have the opportunity to try out Nintendo's first true 3-D 32-Bit system, the Virtual Boy. Nintendo recently announced that they have teamed up with Blockbuster Video and NBC-TV to deliver a two-tiered rental and sweepstakes promotion guaranteed to give 500,000 gamers nationwide a chance to try Virtual Boy inexpensively to see if they like it.

Backed by more than \$5 million in marketing (including a dedicated, 20-second TV spot produced by NBC), the Virtual Boy promotion will kick off in mid-August, timed perfectly with the Aug. 14 introduction of Virtual Boy and the start of NBC's new fall season.

"Nintendo faced a challenge with the introduction of Virtual Boy—the system that delivers true, 3-D graphics can't be demonstrated via traditional marketing meth-

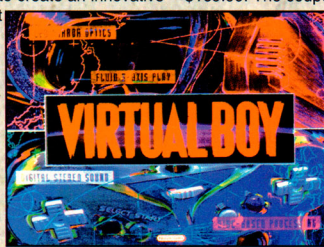
ods," said Mark Westcott, Nintendo's promotions manager. "So, we looked to two leaders in home entertainment—Blockbuster Video and NBC—to create an innovative

product sampling and sweepstakes promotion to ensure that our audience

will experience Virtual Boy's breakthrough 3-D technology first hand."

Starting in August, Nintendo will provide 20,000 Virtual Boy hardware systems and 36,000 new Virtual Boy software titles to Blockbuster Video stores. The promotion runs from mid-August through the end of December. Game players can visit any of 3,000 Blockbuster Video stores and rent a Virtual Boy unit with two games for two nights for

\$9.99. The renter will receive a coupon valid for \$10 off the purchase price of a Virtual Boy, bringing the price down from \$179.99 with a game to \$169.99. The coupon will be



redeemable at any U.S. retail outlet selling Nintendo products. Nintendo of Canada is currently in

negotiations to set up a similar rebate opportunity for Canadian gamers, but nothing has been finalized yet.

A sweepstakes will run from mid-August through September with \$200,000 in prizes available, including Virtual Boy hardware and software, Virtual Boy hats, T-shirts and NBC fantasy trips to the sets of your favorite NBC shows, such as *Seinfeld*, *Frasier* and *The Fresh Prince of Bel-Air*.

More than 10 million mail-in

game pieces will be available at participating Blockbuster video stores.

"The Blockbuster/Virtual Boy promotion follows a long line of breakthrough programs that have supported the introductions of our new NBC fall programming," said Alan Cohen, executive vice president, marketing, NBC-TV. "As a leader in the entertainment industry, NBC is pleased to team up with two other industry leaders—Nintendo and Blockbuster—to deliver a powerful 3-D promotion."

"Blockbuster is joining forces with Nintendo and NBC to provide a revolutionary entertainment experience through an exciting, value-driven rental program," said Ted Innes, Blockbuster's vice president of marketing. "We expect consumers to flock to our stores to take advantage of this tremendous offer."

This is a landmark marketing effort between three industry giants that will give gamers a chance to try the Virtual Boy affordably to see if they like the experience before the Ultra 64 unit is released.

## ASCII CONTROLLERS ON THE LAUNCH PAD READY TO BLAST OFF

Ascii has their gaming house in order and are all set for the next generation of gaming systems.

This month we take a look at two controllers that will be sure-fire hits in the PlayStation lineup.

These controllers were just a few of the cool peripherals we saw at the recent E<sup>3</sup> in Los Angeles.

The Ascii Pad PS (lower left) will pack quite a punch, and it fits comfortably into your hand—no matter how big your hands are. The controller also has a turbo, auto turbo, independent turbo and slow-motion function that will help you blow away your competition. The Fighter Stick

PS is such an impressive controller that Sony has been

Sony brand name. There's no word on whether the deal has



talking with Ascii about possibly releasing it under the

gone through yet. But if Sony is interested in buying it for

themselves, you know this durable controller has a lot of potential.

We gave the controllers a work out while playing Ridge Racer, Tekken and To Shin Den, and they were very responsive.

Because the Fight Stick PS worked a lot better on the fighting games, the moves were much easier to perform.

The Ascii Pad PS held its own. Both of these controllers will be available for the Sony PlayStation at launch.

No price has been worked out for the controllers, but rest assured we'll pass all the information on to you as soon as we get it.