

N I N T E N D O

WHAT'S NEW

WHAT'S HOT

NEWS

SUPER MARIO WORLD 2 YOSHI'S ISLAND

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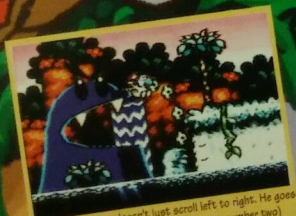
Only For
Nintendo

This baby's outta control

Mario's back in his biggest adventure yet. Four years in the birthing, and now this bambino comes kicking and screaming into the world of Morphmation graphics. A Nintendo brainchild that allows the characters and backgrounds to ripple, rubberize and react like nothing you've ever seen (cept maybe that nasty gelatin salad your mom puts out for company). But there's more than eye-popping

visuals to drool over. There's over 60 levels packed with all-new surprises. Huge expanding bosses. And Yoshi—a cold-blooded babysitter who spits fire and launches eggs out his butt. He even morphs into a helicopter—try that with your average lizard. And if that doesn't pacify you, there are over 130 different types of enemies. So, you may wanna put on a fresh diaper.

This Game
Is The Best
Of The
Best!



This little sucker doesn't just scroll left to right. He goes all over the place (and we don't mean number two)



Kicking, shrieking, crying, tantrums... and that's just the guys who bought new systems!

ONLY FOR
SUPER NINTENDO.
ENTERTAINMENT WEEKLY

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- Arcade Classic p.3
- Galaga & Galaxian
- Blockbuster Update p.2
- Get Your \$10 Off Coupon!
- Consumer Update p.4
- Camp Hyrule (Power Cyber Source Summer Camp)
- EarthBound p.3
- Killer Instinct p.3
- Marketing Calendar p.4
- Phone Numbers p.4
- Street Fighter II p.3
- Virtual Boy
- Mall Tour p.2
- * Get Your \$10 Off Coupon!
- Van Tour p.2
- Questions & Answers p.4
- Quotes p.2

Comments on Virtual Boy overheard across the Country:

"It's better than ice cream!"

"I know it's a great game when I shiver!"

"Cool! Rad! Gotta get one!"

"Awesome...I know what I want for Christmas!"

"Lots of fun!"

"Wow! This is great!"

"Man, this is really cool!"

"Incredible!"

"I have to have one of these!"

"Wait until I tell my friends about this!"

"This is a lot better than I thought it would be!"

Girls seem to like it better than regular video games because they like being "so into the game."

"I'm impressed by the clarity and graphics."

"I'm surprised at the quality... the pricing for the unit and the software are very reasonable."

"3-D graphics are the best!"

It's Here!

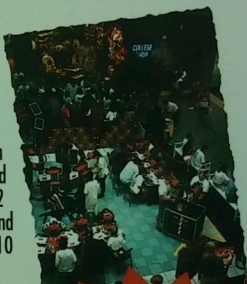
VIRTUAL BOY

mall tour

First Stop On The Virtual Boy Mall Tour!

On August 18-20 at the Mall of America, more than 3,000 people had the chance to experience Virtual Boy, as well as gather information on other Nintendo products. Initially, attendees enjoyed access to 6 Virtual Boy displays, where they could play for several minutes and become familiar with the exciting features of the game.

The crowd and the waiting quickly increased, so 8 more Virtual Boy stations were added. Even with 14 stations, it was not possible to keep the line down. Then 2 more units were added, then 6 more. Still more demand than we could handle! Eventually we maxed out at 22 units, and even more flocked to the display as they found out that everyone had a chance to win a T-Shirt, a "\$10 Off" VB coupon, a key chain and/or a Virtual Boy pen!



Blockbuster Update!

Blockbuster estimates that over 1 million consumers will have experienced Virtual Boy the first 30 days after its release.

VIRTUAL BOY

Van Tour

The Virtual Boy Van Tour has been extremely successful. It has visited 14 of its 21 cities targeted. As we approach midpoint, we have secured more than 60 print and broadcast media interviews, reaching approximately 40 million people in the process. So far media have loved Virtual Boy and have referred to it as "impressive," "interesting" and "great."

Throughout the tour, Team Nintendo has encountered many Virtual Boy supporters. Actor Dick Van Patten, star of TV's "Eight Is Enough" show, happened to catch the van in Grand Rapids, Michigan, where he was in town for summer stock theatre. As WOOD-TV (NBC) taped a great Virtual Boy segment with Team Nintendo expert Martin Doyal at a local park, Dick saw the taping and afterwards, he enjoyed playing Nintendo's hottest new games — which he thinks were a smash hit!

One reporter brought Virtual Boy all the way to City Hall to a City Councilman in Cincinnati. He, too, was hooked on Nintendo's exciting new 32-bit platform.

As the van journeys the final leg of the Virtual Boy tour, finishing up in Boston on Sept. 7, plan on more media coverage and a lot more Virtual Boy fans!

play
it
loud

arcade CLASSIC

Galaxian

Travel back in time with Nintendo's hand-held release of a classic from the dawn of video gaming. The year is 1979, and disco rules the radio waves. Meanwhile, gamers go gaga over Galaxian, blowing quarters by the pocketful down at the local arcade on this hot title. NOW, you too can capture (or recapture) that Galaxian feeling by jumping into the cockpit of this arcade classic and blasting away at the fleet of alien spacecraft invading earth!



Galaga

BEEK! It's a big bug! Giant bugs invade earth! You're an intrepid star pilot; your task is to exterminate all the flies, scorpions and other icky things that go bump in outer space! Dazzling enhancements include bugs that fly in circles and spooky sound effects straight out of the opening credits for "The Outer Limits." AND...it plays and looks exactly like an arcade game if played through Super Game Boy!



Your momma. She knows the bad boys of Street Fighter II™ are now on Game Boy. She knows its nine levels of destruction can't be contained by the four walls of our lovely split-level suburban domicile. Knows Street Fighter II is finally loose on the streets where it belongs. Knows all about the

Special Moves, the flaming fireballs, spinning backfists, jabs, jukes, blocks, flash kicks and sucker punches. She knows that with the 2-player mode she can kick your butt on Game Boy or Super Game Boy. Your momma is one bad lady. No wonder she wears combat boots. (See Vol. 75 of Nintendo Power Magazine for 6 pages of game play coverage.)



Here's a word of sympathy to all the unlucky people who dropped lots of cash on a brand new system, when Killer Instinct clearly delivers the arcade feel on a 16-bit, down to the last splatter.

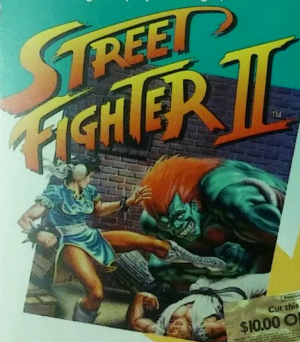
The only thing you need is a Super NES—OK and maybe a tournament.

Fully rendered graphics... carnage... mayhem... exploding corpuses... fun for the whole family! (not.)

Even though others might say the end is near for 16-bit... this sucker'll kill that feud.

(See Vol. 76 of Nintendo Power Magazine for 12 pages of game play coverage!)

SUPER NINTENDO
ENTERTAINMENT SYSTEM



Don't Forget!
Earthbound Coupon from ad
needs to be marked
"For Earthbound Only"

EARTHBOUND

From the San Francisco Examiner: "EarthBound is a truly unique game, mixing elements and environments of the real world with strategy and game-play of a traditional role-playing game... the game is funny, cute and constantly entertaining and challenging."



VIRTUAL BOY Questions & Answers

What if I can't see all 4 squares?

Adjust the focus on the same screen using the slider bar. Move the slider bar to the left and right to make the Virtual Boy graphic in the center as clear as possible. Always adjust the IPD (inter-pupil distance) and focus on the screen with the 4 squares.

How long will the batteries last?

Between 6 & 8 hours. There will be an AC adapter available separately sometime after the launch.

Why can't someone under 7 yrs of age use this product?

Because the depth perception and binocular vision of children under 7 are still maturing, the use of any product that relies on depth perception and stereo displays might affect the maturation of visual abilities.

Is there a way to make the IPD and focus adjustments in the middle of a game?

Yes. Just press start to pause the game, then press select to get to the screen that has Virtual Boy in the middle and the four squares in the corners. Use the focus to make the Virtual Boy graphic in the center of the screen as clear as possible. You will not lose your place in the game.

How will the AC adapter work?

The adapter is 2 separate pieces: an AC adapter and what is called a Tap. The Tap is a component that is similar in shape to the Virtual Boy battery pack and connects to the controller the same way. Open the Tap to reveal a port for the AC adapter to plug into. Once the AC adapter is plugged in close the Tap and connect the Tap to the controller. Available in September.

Can 2 players play at the same time?

The Virtual Boy GameLink Cable allows 2 players to play simultaneously on specific simultaneous play game paks. This accessory will be available separately very soon.

GET INTO THE GAME

WITH SUPPORT FROM

Nintendo

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THE ONLY INSIDE SOURCE FOR ALL NINTENDO GAMES

GAME COUNSELOR PERSON TO PERSON
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95¢ PER MIN. UNDER 18 MUST HAVE PARENTAL PERMISSION.

24 HOUR HOT TITLE RECORDED GAME INFO LINE
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FOR DISPLAY REPAIR

1-800-875-1852
7 DAYS A WEEK 8AM - 6:30 PM
(PACIFIC TIME)



Camp Hyrule was Nintendo

Power Source's 1st annual Cyber Summer Camp. "Campers" from everywhere joined Nintendo on America Online for 10 days of video-game-related fun in the month of August. During those 10 days there were camp fires with guest speakers from the video game industry, field trips across the Internet, art projects in the art shack, and even the ever-popular "Cabin Raids."

Enrollment began the week before Camp Hyrule started, and within 3 days all 250 bunk beds were full. The ages of our campers ranged from 9 to 34, and they came from all corners of the country, but they all shared one common interest—Nintendo!

All of the campers were divided into 10 cabins and each cabin group was assigned a Game Play Counselor of their very own. Not only did the campers get to meet other players from around the country, but they also got direct access to a GPC!

Camp Hyrule was a raging success! While only 250 players joined the camp, the resulting traffic to our area increased by 38%, bringing the total number of visits to our AOL area to nearly 1 million. The strongest indicator of Camp Hyrule's success has been the lasting influence on our "campers". They continue to talk about the camp with their friends that couldn't attend, which in turn keeps the name Nintendo fresh in their minds.

NINTENDO POWER

SEPTEMBER ISSUE:

- 12 pages of Killer Instinct
- Players' Poll Contest (see pgs. 98-99 of Vol.76) You and your customers are eligible!! Grand Prize: Come to Nintendo Headquarters to pick up your new Virtual Boy!
- Men of Power, an Insider Interview with Nintendo's Top Team
 - Minoru Arakawa, President of Nintendo of America
 - Howard Lincoln, Chairman of Nintendo of America

Updated Continuously!
(TV schedule, except where noted.)

MARKETING CALENDAR

	SEPTEMBER	OCTOBER	NOVEMBER
ADVERTISING	EARTHBOUND	THE NEW NINTENDO POWER 64 ISLAND	THE NEW NINTENDO POWER 64 ISLAND
PROMOTION	VIRTUAL BOY	HARDWARE	SOFTWARE
RADIO	arcade CLASSIC ADULT PRINT	arcade CLASSIC ADULT & KID TEEN PRINT	arcade CLASSIC ADULT TV PRINT
GAME BOY ADVERTISING	STREET FIGHTER II PRINT	arcade CLASSIC ADULT TV PRINT	arcade CLASSIC ADULT TV PRINT
GAMING MAGAZINES	STREET FIGHTER II EARTHBOUND	arcade CLASSIC ADULT TV PRINT	arcade CLASSIC ADULT TV PRINT
	VIRTUAL BOY	arcade CLASSIC ADULT TV PRINT	arcade CLASSIC ADULT TV PRINT