

DS Lite

NINTENDO DS[™].lite



Hybrid Offering

| | |
|-----------------------------------|--|
| Brief description | The Nintendo DS Lite system is a dual-screen handheld device allowing single and multiplayer (wireless) gaming experience. |
| Hybrid offering's industry | Preventive healthcare |

Company details

| | |
|---|---|
| Nintendo http://www.nintendo.com/ | Founded in 1889 by Fusajiro Yamauchi, Nintendo, Co., Ltd., is committed to the creation of interactive entertainment products. Headquartered in Kyoto, Japan, the company produces hardware and software for its Wii™, Nintendo DS™, Game Boy® Advance, and Nintendo GameCube™ systems. |
| Company's industry | Gaming |
| Country of origin | Japan |

Dimensions

| | |
|--------------------------|--|
| Product dimension | The Nintendo DS Lite handheld device supports various games such as Age of Empires, FIFA 08, Final Fantasy, and Harry Potter. |
| Service dimension | The Cooking Guide with voice recognition provides expert guidance in deciding what to eat (based on calories, the specific cooking method, etc.) and then preparing it. Neuroscientist Dr Kawashima's Brain Training program with voice recognition trains users' mental awareness and their memory. The program provides a combination of arithmetic, reading and memory tests. Based on speed and accuracy of performing the tests, the program determines a 'brain age' which is then used to track progress. The program sets up a personalized regime for the user and charts their progress. |
| Other links | http://www.nintendo.com/ds |

Other Crucial Dimensions

| | |
|-----------------------------|---------------------------------------|
| Hybrid orientation | Product oriented, use oriented |
| Community as service | No |
| Target market | B2C |
| Revenue model | One time, Additional games cost extra |

Images

Product dimension



Service Dimension

