



Year released: 1989

Original price: £69.99

Buy it now for: £5

### Associated magazines:

GB Action, C&VG Go! supplement, Mean Machines, Nintendo Magazine System

Why the Game Boy was great... It offered true portability in an era when manufacturers were seemingly falling over themselves to produce battery-hungry behemoths that required you to carry a power supply with you at all times. With excellent support from practically every software publisher on the face of the planet, the Game Boy effortlessly overcame its monochrome shortcomings to become one of the most successful pieces of videogame hardware the world has ever seen

this interface for granted now but it was Yokoi and his team at R&D1 that developed the concept; sensing that joysticks would impinge on a handheld's mobility, Yokoi concocted the D-pad - a flat controller that wouldn't protrude from the casing of any handheld it was applied to. The concept also found its way onto the NES, where it was equally successful. The NES in turn influenced other aspects of the Game Boy interface - the familiar A and B buttons were present, along with the 'Select' and 'Start'. This shared control method was beneficial in two ways; it allowed NES owners (and there were plenty of them) to effortlessly pick up the play this shiny new portable, and it also made it easy to port popular NES franchises to the machine.

As the Japanese release date approached, Nintendo confessed that it had high hopes for the device; president Hiroshi Yamauchi confidently predicted that it would sell over 25 million in the first three years - quite a bold claim, for the time. There might have been quite a few people that scoffed at such optimism, but when the machine

# 66 Battery life helped the Ga Boy to win the

effortlessly sold 300,000 units in its first day on sale in Japan in 1989, such scepticism seemed foolishly misplaced. It was painfully obvious that Nintendo – and Yokoi – had struck gold once again.

Software played a massive role in this victory and no game is more significant in shaping the Game Boy's history than the ultraaddictive puzzle title Tetris, created by Russian programmer Alexei Pajitnov. Although this legendary title was already widely available on PC at the time, its appearance on the Game Boy is arguably the reason why it is remembered so fondly today. CEO of Nintendo of America, Minoru Arakawa witnessed a demonstration of the puzzler at a trade show in 1988 and moved quickly to ensure that Tetris would become the Game Boy's first 'killer app'. It was included as a pack-in title in every region except Japan and would become instrumental in cementing the console's reputation as a 'must-have' gadget in the US, where the initial shipment of one million consoles sold out within a matter of weeks.

As was the case with the Game & Watch, the Game Boy used LCD technology, but instead of static images it boasted a 'dotmatrix' screen and could therefore display 160 by 144 individual pixels. It was monochrome, lacked lighting and could only display four different shades of grey, but it is unquestionably one of the reasons why the console was such an enormous success. It meant that the machine was incredibly energy efficient by the standards of the time, and although it's rumoured that several of Nintendo's

movir keepi in the signif

This p

best \

variet

light s

to add

colou

ultima

manu

colou

onto 1

life w

to wir

ask y

Argor

longe

want

device Game Mo Land, helpir with t thirdthe co and H - all p

As buoya no do

softw

a foot

Gear





the screen as just didn't phase me at shades was heaver had been using on the tricks were developed shortcomings of the dis sprites needed to stand of the backgrounds would blur a to the lag on the display," says Ma

On the audio side of things the ( challenge for coders. "The sound of Cuthbert. "It had a 'user wave table entries, each of which was 4-bit, so



## E FUTURE OF CONSOLES IS IN







