Wii Channels & WiiConnect24
New Features

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Wii Expands the Gaming Population

- Nintendo's goal for the Wii is to "expand the gaming population", to include not only hard-core gamers, but also casual gamers, lapsed gamers, and even people who've never played games before.

Wii Expands the Gaming Population

- The first platform utilizing this strategy was the Nintendo DS. With an intuitive touch screen control, and games like Brain Age, Big Brain Academy, and other Touch Generation titles, the DS executed this overall strategy.

Wii Expands the Gaming Population

- As a console, Wii required a slightly different approach. Since it was located in the living room, it had to be stylish, compact, and quiet (no noisy fan).

- These are important factors for the head of the household, usually the Mother or the Wife.

- Otherwise, the console would be moved to the game room or den.

Wii Expands the Gaming Population

- The console anyone can enjoy, regardless of age, gender, or gaming experience
- All family members interact with Wii every day

New Features

- **Wii Channels**
- WiiConnect24

Wii Channels

- User can select from a variety of entertainment, information and communication channels that add value to the console and make it a device that the entire family can enjoy.
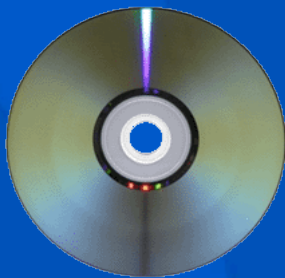
Wii Channels

- Wii Menu has 48 slots, which is divided into 4 pages, with 12 channels per page.

- The layout of the Channels can be customized, by pressing A and B, and dragging and dropping the icons.

Wii Channels

- Channels are added when the user downloads them from the Wii Shop Channel.

- Channels are saved into internal Flash Memory, which has about 256MB available for Channels and saved game files.

- Channels can also be saved to SD Card to free up more space for new Channels.

Wii Channels

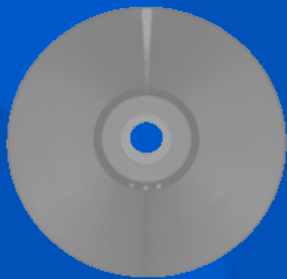- In the future, it will be possible to add new Channels from disc-based games

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Wii Channels

- Channels can be added in several different ways.
  - Immediately, via message to user
  - As a reward for completion of levels or tasks

Wii Channels

- Channels can be started at any time
- Original game disc is not needed

Not needed

Wii Channels

- The main role of channels is to enhance the enjoyment of disc-based games.
- Combined with WiiConnect24, the content can always be fresh

Wii Channels

- Eventually, a large number of the user's favorite Channels will be saved in the Wii Menu.

- The user will feel connected to the Wii Console

- This is an ideal situation for long-term enjoyment of games or Channels on Wii.

Wii Channels

- Interaction between games and Channels will be possible
- Game parameters can be transferred, to maintain the game state

Both directions

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Wii Channels

- For example, the player's scores, inventory, location, levels completed, short-term goals, etc. can be sent to the Channel

- Information retrieved from the Channel using WiiConnect24 can be sent to the disc-based game

Wii Channels

- Channels can overcome some issues with disc-based games
  - Does not require the game disc to start up
  - Can refresh content daily

Wii Channels

- Hardcore gamers may not need any incentive to turn on Wii to play the latest game. They're buying 2 or 3 games per month, and following all of the internet sites to know what's coming next.

- But what about casual or lapsed gamers, who may not be regularly buying games? What reason do they have to turn on Wii?

Wii Channels

- The Channel can have fresh content daily, and be playable regardless of what game is in the disc drive.

- For casual users, the obstacle to enjoying Wii content is reduced, since the game disc is not required to start the Channel.

Wii Channels

- Channels can be used to spread content in a viral manner

- Because the Disc is not required to start a Channel, users can take a Game Disc to a Friend's house, load the Channel onto their machine, and experience some game related content.

Guidelines for Channels

- No applications mainly for advertising i.e. "advergames"
- No applications for monitoring user behavior
- Other Guidelines still in discussion

New Features

- Wii Channels
- **WiiConnect24**

WiiConnect24 - Review

- In standby mode, Wii can connect to the internet, and perform network transactions
  - Send and receive messages
  - Small data downloads (< 200KB/app/day)
  - Transactions are asynchronous

WiiConnect24 – Design Goals

- "A console which offers something new every time you use it"
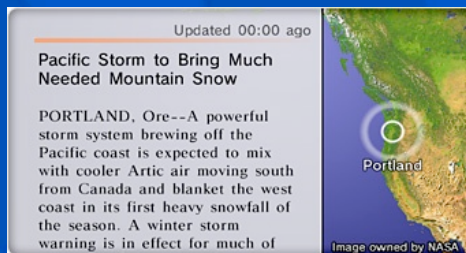
WiiConnect24 – Examples

Mii Channel

Photo Channel

Everybody Votes Channel

Forecast Channel

News Channel

Wii Message Board

WiiConnect24 – New Features

- Scheduling messages
- Automatic response to requests
- Integration w/ Wi-Fi Connection titles

Scheduling Messages

- Schedule messages at a specified time - Month/Date at HH:MM time


Reminder: Mario's Party at 9:00PM

Scheduling Messages

- For hardcore users, this may not be an interesting feature
- For casual or non-gamers, a schedule management application might be appealing
- This is a way for the Expanded Audience to remember their appointments

Automatic Response

- Automatic response to requests
- A request from one Wii automatically retrieves an item from a friend's Wii

Request

Automatic
Response

Powered On

Standby
Mode

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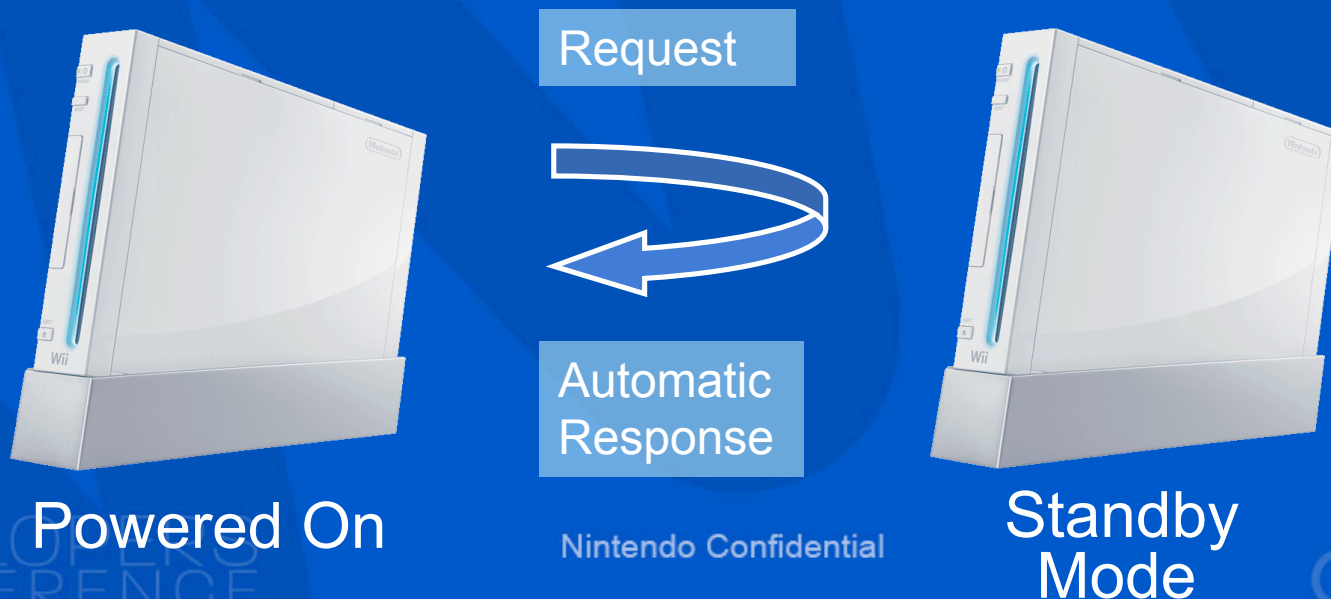
Automatic Response

- Imagine a trading game where items can be bought or sold. The purchasing of items would be via in-game currency, and not actual money.
  - Two users are Wii Friends
  - The seller puts his Item into his game shop, asking for 50 credits.
  - The buyer, sends a request to the seller, saying "I want to buy your Item for 50 credits."

Automatic Response

- – The seller, who is not at home, has his Wii in Standby Mode. After receiving the request message, WC24 will automatically send the Item to the buyer.

- Through this function, even if one of the users is away, communication is still possible.

WiiConnect24 & Wi-Fi Connection

- Smooth interaction between Wii Friends and Wi-Fi Connection Game Friends
- Simplified friend invitations

WiiConnect24 & Wi-Fi Connection

- For example, suppose that there are 30 Wii Friends registered on a console.

- When a new Wi-Fi Connection game is released, you start out with zero friends.

- Therefore, we will make friend registration easy by referencing Wii Friend information by Wi-Fi Connection and sending/receiving messages.

- Also, we will make the reverse process easy by allowing Wi-Fi Connection friendships to smoothly become Wii Friends.

Thank you for your attention