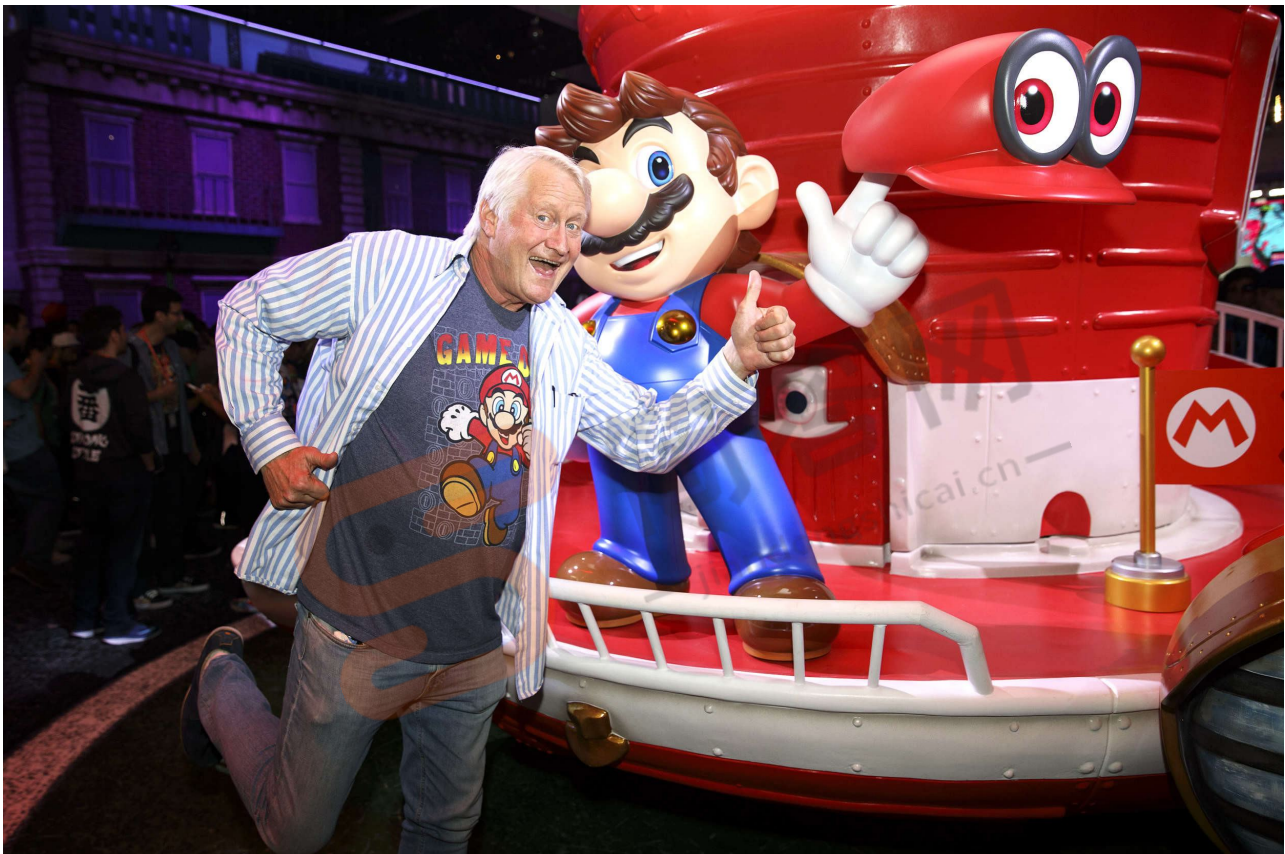


《intendo launches more games in simplified Chinese at E3 2017》

At the 2017 E3 conference in Los Angeles, Nintendo put its new Switch console center stage and as the company sees China as an emerging market, it is seeking new ways to make inroads into the country.



The famous Super Mario character developed and published by Nintendo. /VCG Photo

Facing stiff competition from rival consoles like Sony's PS4 and the Xbox One from Microsoft, Nintendo has increased efforts to boost the sales of its console. And the potential games market in China is a great opportunity for the company.

But how can the Switch be promoted in such a way to appeal to China's millions of gamers? Nintendo has an answer: more games in simplified Chinese!

In order to attract more Chinese players, especially those who prefer gaming in the simplified version of the language, Nintendo announced at E3 that two classic games - "Fire Emblem Warriors" and "Super Mario

Odyssey” – will be released as Chinese versions.



Nintendo co-representative Director and Creative Fellow Shigeru Miyamoto (L) and Ubisoft Co-founder and CEO Yves Guillemot are talking about 'Mario Rabbids Kingdom Battle' on stage. /VCG Photo?

As one of the most famous games developed by Nintendo, Super Mario has already gained popularity among players in China.

According to Nintendo, Super Mario Odyssey is a 3D platform video game especially for the Nintendo Switch, and is set for release on October 27, 2017.

Besides, Nintendo confirmed an unlikely cooperation with Ubisoft at E3 2017, planning to launch a turn-based tactical role-playing video game called Mario X Rabbids Kingdom Battle.



Pokémon series are very popular all over the world. /VCG Photo

The Nintendo Switch is yet to be released in the Chinese mainland, with the console currently only on sale in Hong Kong.

China's e-shopping website Taobao provides a service to bring the console to the mainland but the hefty price tag can be prohibitive for many fans.

Xbox and PS, on the contrary, are readily available to mainland gamers.

So releasing games in simplified Chinese might be a step towards success, but until the Switch hits mainland stores, big challenges for Nintendo still lie ahead.