



GAME DESIGN AND HISTORY

UNIVERSITY OF WALES
TRINITY ST DAVID





Game History: Mid to Late 1980s

- Computer Games
- Videogames: Resurrection
- Mid to Late 1980s
- Rise of the Handheld
- Timeline



GAME OVER

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COMPUTER GAMES



Following the crash of 1983, the industry's attitude was one of cautious optimism.

Retailers began using their videogame shelf space for **computer software** – which they believed was where the market was heading.





The only games that made any profit were hot new titles and very few companies remained that developed them.

Those who did had to **compete against hundreds of discounted titles** that had flooded the market.



ELECTRONIC ARTS™

Electronic Arts was founded by **Trip Hawkins** and released its first products on May 21, 1983.

Within six months the company supported a variety of platforms – namely the **Apple II, Commodore 64 and Atari 800**.





ELECTRONIC ARTS™

The first use of licensing an individual athlete's name in video games appeared in EA's best-selling title *Dr J and Larry Bird Go One-on-One*.





HARD HAT MACK

BY

MICHAEL ABBOT AND MATTHEW ALEXANDER

VANDAL



HACK



OSHA



ELECTRONIC ARTS

© 1983 MICHAEL ABBOT
AND ELECTRONIC ARTS
COMMODORE 64 VERSION
BY R C CAMPBELL

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VIDEOGAMES: RESURRECTION

GAME OVER

GAME OVER?

A CHALLENGER APPEARS!



It was not until **Nintendo** entered the market with the *Famicom* (*Nintendo Entertainment System* in the west) in 1984/1985 that the US videogames market started to recover.





The *Famicom* was a success – selling more than **500,000 units within two months** of its introduction in Japan.

Nintendo intended to export the console to the US. The only problem was that **no one in America seemed interested in video games.**





Due to the damaged reputation of video games after the crash of 1983, Nintendo **repackaged** the *NES* as an '**Entertainment System**' rather than a video game system.

The new *NES* system was complemented with the **Zapper** and **Robotic Operating Buddy (R.O.B.)**.







Fuelled by rising popularity and the demise of companies such as Atari and Magnavox, Nintendo had virtually little or no competition in the console market at the release of the 8-bit NES.





“Retailers took a tremendous financial beating because of the way the Atari business had fallen apart.

*I mean, with the demise of the old 2600/VCS business, you wouldn't even try bringing up the words ‘**video game**’ with some of these buyers.*

It was like they were going to pull you out to the parking lot and shoot you if you said the words ‘video game’.”

- Jim Whims, Former vice president, Worlds of Wonder



Nintendo also agreed to **buy back any unsold machines from retailers**, and as a measure to avoid the catastrophe caused by the 1983 crash, imposed a '**Seal of Quality**' on third party developers.

This meant that all titles must **meet certain criteria** to promote good standards of gameplay.



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MID TO LATE 1980'S



In 1985, Nintendo released the original *Super Mario Bros.* title on the NES. *The Legend of Zelda* came two years later in 1987.



GAME DESIGN AND HISTORY

MID TO LATE 1980'S

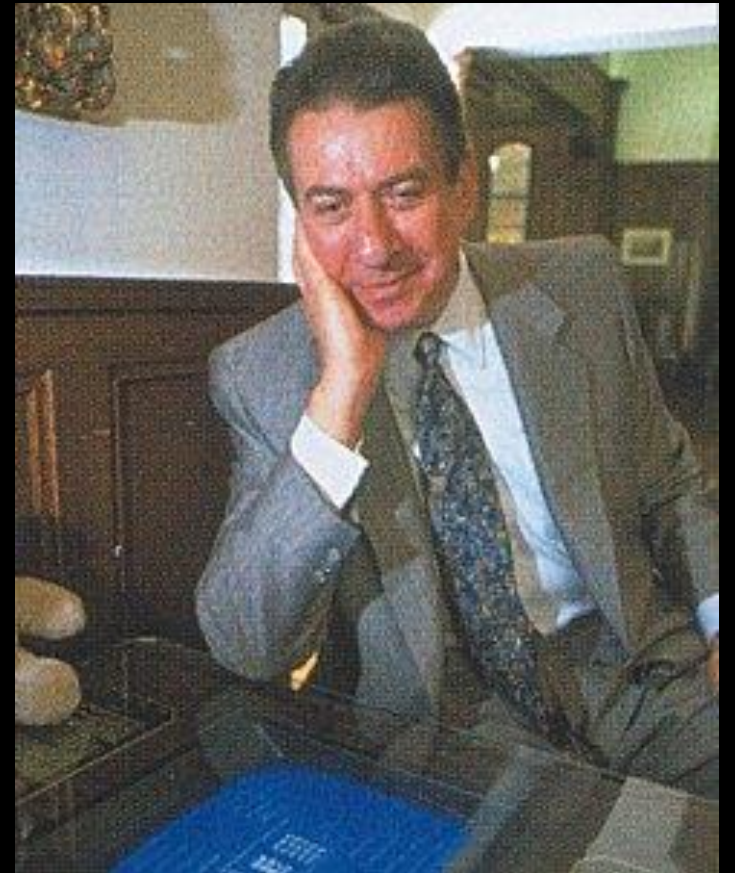


The company also began to develop close ties with new and upcoming Japanese third-party developers such as **Bandai**, **Capcom**, **Hudson**, **Konami**, **Namco**, and **Taito** who were eager to develop games for the NES.



During the 1980s, **Sega** merged with **Paramount** to produce games for the home market.

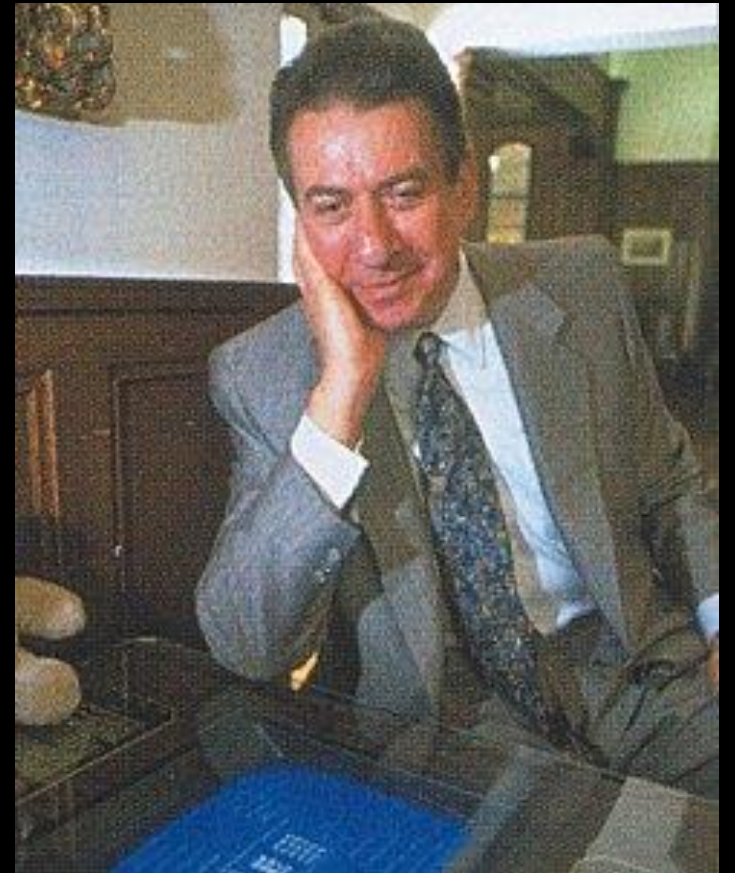
The two companies parted ways at the time of the industry crash, where the company was re-acquired by **David Rosen** and **Hayao Nakayama**.





In 1984, **CSK Holdings Corporation** bought Sega and headquartered the company in Japan.

At this time **Isao Okawa**, a friend of Rosen, became chairman, establishing the Japanese company we know today.





Sega entered the console market with the **SG-1000** in 1983. This console was never marketed in the west.

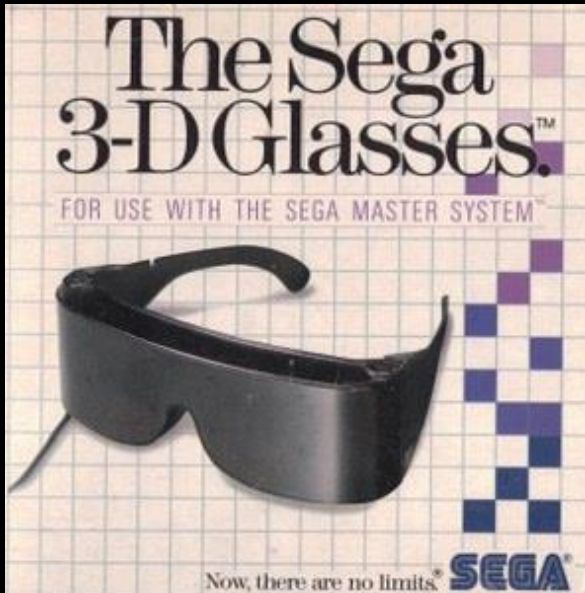
Master System™



In 1986, the Mark 3 (**Master System** in the west) was released, roughly a year after the NES in the US.



Despite the machine being reported to be more **advanced** than Nintendo's console, it only received limited success.





By the late 1980s, Sega and Nintendo's main competitors were **NEC's PC-Engine** (later known as the **Turbografx-16** in the west) and a new generation of home computers such as the **Atari ST** and **Commodore Amiga 500**.





“Everybody was talking about the Amiga and Atari ST. That was where everybody thought the business was, really. Nobody thought that Nintendo had much of a chance, and they kind of all laughed at what Nintendo was doing.”

- Greg Fischbach, founder, Acclaim Entertainment





Amiga 500





Atari released another console, the 7800, in 1986.

The 7800 had originally been designed to replace the 5200 in 1984, but was temporarily shelved due to the sale of the company after the videogame crash of 1983.





NEC, a major manufacturer of computers worldwide, released a console called the *PC Engine* in 1987.





The *PC Engine* had an 8-bit processor like other consoles of the time, but it also had a **separate 16-bit graphics processor**.

Since many people judge a console on its graphics, this was a **major advantage** for the PC Engine.





NEC did not initially have plans to export the PC Engine to markets outside of Japan but eventually it was released in the west in 1989, where it was known as the **Turbografx-16**.





After the limited success of the *Master System*, Sega released the *Mega Drive* (known as the *Genesis* in the US) in 1989.



The basic *Mega Drive* package originally shipped with *Altered Beast* and a single controller, costing \$200.

Software selection for new consoles was vital when competing against established rivals – Sega announced it was working with 20 third-party game developers for their new machine.



SEGA
GENESIS

YOUR WORLD WILL NEVER BE THE SAME

THE DAWN OF A NEW ERA
Only Sega, the master of arcade entertainment, could introduce a whole new dimension in home video entertainment - the Genesis System. The first and only system with true 16-bit technology to bring you the ultimate in game play fun and excitement. Your world will never be the same again once you've experienced Genesis' high definition arcade quality graphics, stereo music and sound effects, realistic voices and unsurpassed game play.

YOU'RE IN CONTROL
Masterfully designed to rest comfortably in your hands, the Genesis Control Pad is ready to let the games begin. Feel Sega's years of arcade experience as you get ready to hit a new scoring record. All it takes is one press of the start button and you're set to call the shots.

STEREO SOUND
Surround yourself in stereo sound when you connect Genesis to a stereo receiver. Or plug in a pair of stereo headphones and listen to the digitized voices that heighten Genesis' lifelike adventures even more with their human quality.

ALTERED BEAST IS INCLUDED!
Altered Beast, the great Sega arcade hit is included with every Genesis system. You're awakened from the grove by the voice of Zaus to single-handedly defeat an entire horde of creatures from the underworld and rescue his daughter. To help you in your quest, Zaus has bestowed upon you the power to transform into the powerful and mighty Altered Beast.

THE POWER BASE CONVERTER
With the Power Base Converter (sold separately) you can play over 80 original games designed for the Sega flow, Master and SegaScope 3-D systems. Classic games known for their hours and hours of fun and excitement.



With these new 16-bit consoles available in the marketplace, Atari and Nintendo appeared to be trailing behind.

However, both companies had intentions on making bigger returns with smaller products.



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RISE OF THE HANDHELD



Following their successful history in the handheld market with the *Game and Watch*, Nintendo released the *Game Boy* in 1989.





The *Game Boy* is one of the best-selling video game systems of all time, having accumulated **120 million unit sales by 2006**.



Coupled with the success of the NES, Nintendo were reported to own as much as **90% of the entire console market** by the end of the 1980s.





Shortly after the *Game Boy*, Atari announced its own handheld console – the *Lynx*.

The *Lynx* had a backlit colour screen and a 16-bit processor.



ONLY **\$99⁹⁵**

Suggested Retail Price
BASE UNIT ONLY

LOTS OF GREAT GAMES AVAILABLE NOW!



ATARI

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Unfortunately, delays prevented the company from initially shipping the system in large numbers.

This allowed the *Game Boy* to become the unchallenged sales leader in the Christmas 1989 season.



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With **five consoles** and **two portable units** to choose from, consumers had a harder choice to make than their counterparts of 1983.



As technology advanced at an alarming rate, people could only wonder what kind of games they would be playing at the end of the next decade.



INSERT COIN TO CONTINUE



Hardware examples:



- Nintendo NES (1985)



Hardware examples:



- Sega Master System (1986)



Hardware examples:



- BBC Micro (1981)



Hardware examples:



- Sega Mega Drive (1989)



1984 -

Nintendo releases the Family Computer (*Famicom*) in Japan.

Coleco begins marketing the *Adam* Computer.

Hisao Oguchi and **Yuji Naka** join Sega.

1985 -

Nintendo test-markets the Famicom in New York as the Nintendo Entertainment System (*NES*)

Russian mathematician **Alex Pajitnov** designs *Tetris*.



1986 - Nintendo of America releases *NES* worldwide.

Sega releases the *Master System*.

Atari releases the 7800 game console.

1987 - Nintendo publishes *The Legend of Zelda*.

NEC releases the *PC-Engine* in Japan.

Sega unveils 16-bit *Mega Drive* console.

1988 - Square Soft publishes *Final Fantasy*.

Coleco files for bankruptcy.



- 1989 -
- NEC bring *PC-Engine* to the US and releases it as *TurboGrafx*.
 - Sega releases the *Mega Drive* in the US as the *Genesis*.
 - Nintendo releases the *Game Boy* worldwide.
 - Atari releases the *Lynx* handheld.



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