

## Nintendo Partners with DeNA for Mobile Gaming

Nintendo finally extends its reach to mobile devices.

By Shawn Wilkins. Posted 03/17/2015 06:45 [Comment on this](#) [Email](#) [Facebook](#) [Twitter](#) [Google+](#) [ShareThis](#)

Nintendo announced that it has partnered with mobile gaming giant DeNA to finally put forth mobile games utilizing Nintendo IPs. This deal comes from a recent Nintendo press conference in which the publisher talked about its sheer excitement at partnering with a company that has such solid footing in Japan when it comes to mobile.

The deal also extends a bit further than simply mobile games. Through a translator, the two merging is essentially Nintendo creating the games, having the last say, and DeNa mainly focusing on the server-side. Iwata stressed that Nintendo games developed for mobile devices will not be simple ports of Wii U or 3DS titles, but new games that will be "optimized for smart device functionality." The intention behind this venture is to encourage players who enjoy Nintendo's mobile offerings to check out the "premium experiences" on its dedicated gaming consoles.

This also falls directly into line with Nintendo recreating its Club Nintendo offerings into an all new service and also rumors that Nintendo will be reworking its Nintendo Network infrastructure. With a mobile giant like DeNA helping Nintendo along the way, it can only breed good things.


**UPDATE:** Nintendo has stated that DeNA will contribute to Nintendo's efforts to recreate a new membership service.

*Nintendo, together with DeNA, will jointly develop a new membership service which encompasses the existing Nintendo 3DS and Wii U systems, the new hardware system with a brand-new concept, NX, and smart devices and PCs, and Nintendo will be the primary party to operate this new membership service.*

*Unlike the Club Nintendo membership service that Nintendo has been operating, the new membership service will include multiple devices and create a connection between Nintendo and each individual consumer regardless of the device the consumer uses. This membership will form one of the core elements of the new Nintendo platform that I just mentioned.*

Source: [Nintendo/DeNA](#)

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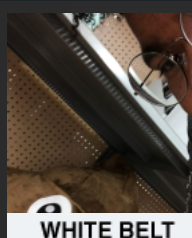
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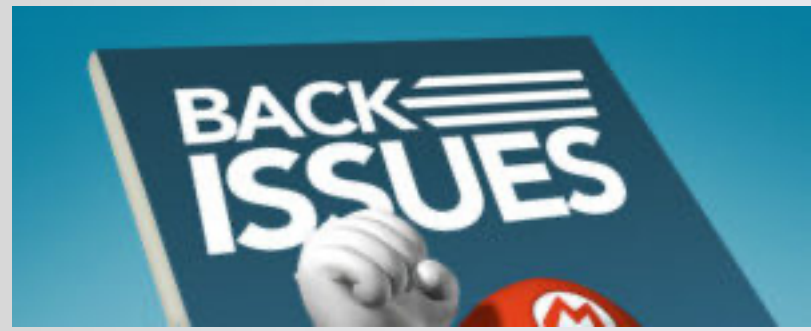
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