

Satoru Iwata

Quotes

*Games, Wii, Nintendo, Player, Important, Technology, Play, Order, Titles,
Video, Believe, Thinking, Creating, Hot, Something New, Our World, Japan,
Revive, Momentum, Machines*

On my business card, I am a corporate president. In my mind, I am a game developer. But in my heart, I am a gamer.

~Satoru Iwata

Video games are meant to be just one thing. Fun. Fun for everyone!

~Satoru Iwata

Engineering is not quite as important as imagination.

~Satoru Iwata

If we stay in one place, we will become outdated

~Satoru Iwata

Although many believe that technology automatically enables more realistic expression, I believe that is just not correct.

~Satoru Iwata

For young players, classic games are brand new. For older players, they bring back memories and make you feel good.

~Satoru Iwata

Small developers can compete on creativity not on scale or staff size.... Nintendo is willing to help bring these ideas to life.

~Satoru Iwata

Today, if you don't understand the controller, you're not able to enjoy video games. ... We expect the Revolution controller to become the standard in video game controls.

~Satoru Iwata

If you want our world-known names, you can't have them unless you own the Nintendo machine.

~Satoru Iwata

No one else can match the environment we're creating for expanding the game experience to everyone. Our path is not linear, but dynamic.

~Satoru Iwata

At the moment, most customers do not wish to pay the extra money for connection to the Internet, and for some customers, connection procedures to the Internet are still not easy.

~Satoru Iwata

Customers do not want online games.

~Satoru Iwata

We are sorry about [the E3] media briefings, specifically for those who were expecting to see Nintendo show something about 'Super Mario' or 'Legend of Zelda.'

~Satoru Iwata

Our mission is to revive the gaming industry by increasing our user base.

~Satoru Iwata

Please understand, I am not saying that technology is unimportant. I understand that technology is important.

~Satoru Iwata

I apologize to those supporting Wii U about the lack of new titles from Nintendo in January and February but please understand we will have new titles to offer from March onward.

~Satoru Iwata

As we learned a bitter lesson with the launch of the Nintendo 3DS, we are trying to take every possible measure so that the Wii U will have a successful launch.

~Satoru Iwata

With the DS and Wii, following the titles that were released at launch, the momentum dropped when there was a gap in software releases. We're making plans so that this type of thing won't happen.

~Satoru Iwata

Except for its backward compatibility with existing Wii software and accessories, we have so far failed to make propositions worthy of Wii U's position as a successor to the Wii system.

~Satoru Iwata

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