

Game-changing Game Boy turns 25

In 1989, Nintendo launched the Game Boy, popularising the handheld console by allowing gamers to play favourites like Mario while on the move

GAME BOY EVOLUTION* Screen: Four shades of grey (160x144 pixels)



Game Boy
(1989)

D-pad
(or "cross")



Tetris: Game Pak came bundled with millions of Game Boys

Gunpei Yokoi (1941-1997), Japanese game designer best known for creating **Game Boy** and inventing **D-pad**, still used in virtually all video game controllers today

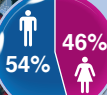


Game Boy launch

Japan: Apr 21, 1989

U.S.: Jul 31, 1989

Europe: Sep 28, 1990



Video gaming, once dominated by males, saw number of female Game Boy players reach 46% by 1995

GAME BOY



Pocket
(1996)



Light[†]
(1998)



Colour
(1998)

Units sold: 118.7m

GAME BOY ADVANCE



Advance
(2001)



Advance SP (2003)



Micro
(2005)

Units sold: 81.5m

NINTENDO DS



DS (2004)



DSi (2008)



DSi XL (2009)



3DS (2011)



3DS XL (2012)



2DS (2013)

Units sold: 196.7m