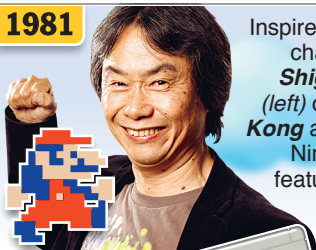


Super Mario set to dominate App Store

Super Mario Run for Apple's iPhone and iPad is forecast to be an historic mobile game launch – likely bigger even than *Pokémon Go*

THE LIFE OF MARIO – A SELECTIVE HISTORY

1981



Inspired by comic strip character Popeye, **Shigeru Miyamoto** (left) creates **Donkey Kong** arcade game for Nintendo of Japan featuring Jumpman, later renamed **Mario** in U.S.

1985

SUPER MARIO

Release of **Super Mario Bros** for **NES** (Nintendo Entertainment System)*. First side-scrolling 2D platform game to feature Mario

1989

Super Mario Land, launch game and first Mario title, for **Game Boy** handheld



1993

Super Mario Bros movie†, starring Bob Hoskins, John Leguizamo and Dennis Hopper



1996



Mario receives 3D makeover with release of **Super Mario 64** on **N64**. Regarded by many as greatest video game ever made

2007

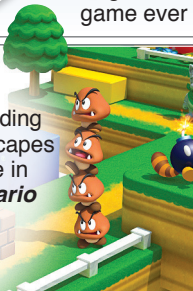
Mario journeys into space in **Super Mario Galaxy** for **Wii**



One control:
Tap to jump
(Mario runs automatically)

2011

Mind-bending 3D landscapes to explore in **Super Mario 3D Land** for **3DS** handheld

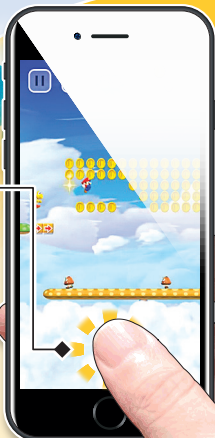


2016

\$9.99

SUPER MARIO RUN

Release:
Dec 15
20 million downloads estimated for day one



* known as Famicom in Japan † Widely derided – Rotten Tomatoes score: 3.7/10

Sources: Nintendo, Apple, Super Mario Wiki, wire agencies Pictures: Nintendo, AP © GRAPHIC NEWS