

Game-changing Game Boy turns 30

Nintendo launched the Game Boy in North America 30 years ago, creating the handheld video game market which it has dominated ever since



First impressions: Sells 40,000 units on day one of release in U.S.

Tetris: Game Boy's biggest selling game, shifting 35 million copies

Screen: Four shades of olive green, with resolution of 160x144 pixels

Inventor: **Gunpei Yokoi** (1941-1997). He also creates **D-pad** – still in use today in virtually all video game controllers

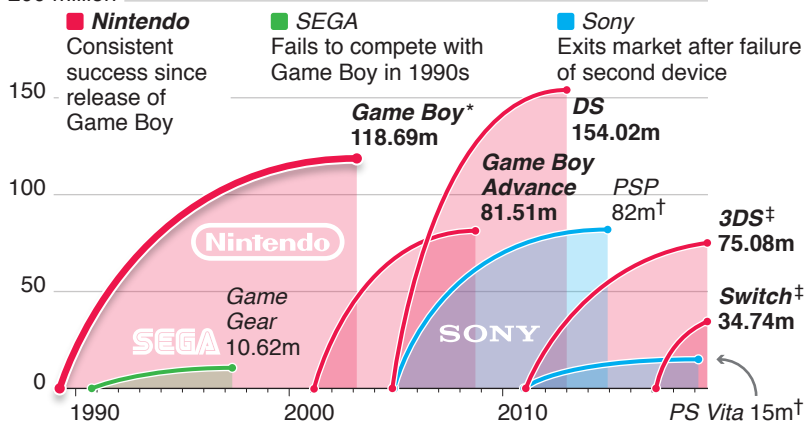
Sep 20, 2019: **Switch Lite** released – 2,000 times more powerful than Game Boy



D-pad (or "cross button")

LIFESPAN AND SALES (handheld devices with over 1m unit sales worldwide)

200 million



*Launched in Japan (Apr 21, 1989), reaching North America (Jul 31) and Europe (Sep 28, 1990) – sales include Game Boy Pocket, Game Boy Light and Game Boy Color iterations

†Estimate (Sony does not divulge individual platform sales) ‡Current generation console

Sources: Retro Gamer (issue 196), Engadget, Nintendo, Versus Picture: Nintendo © GRAPHIC NEWS