

Nintendo of Canada Ltd in Toys and Games (Canada)

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Abstracts

The company is looking to become profitable again with its core console business, as smartphones and tablets increasingly threaten specialised game machines. With the November 2012 release of the company's new static console Wii U, offering full high-definition video and audio output and some other innovative features, Nintendo of Canada is looking to re-establish itself as the industry leader and gain share from its competitors, Microsoft Canada and Sony of Canada. The success of the company's...

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