



**MONTHLY
TREND
UPDATE:**

- Keeping our customers connected to the most cutting-edge ideas in today's marketplace.

Trendspotter

from Carrot and Stick

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The Rise of Motion Sensor Gaming

It was Nintendo Wii's hugely popular console, which made motion sensitive game play a household fixture the world over. And since its release in 2006, motion sensitive gaming has taken on a new role and all the top brands are competing to release the next motion sensor product.

How does it work? In short, units connected to the console detect natural and intuitive movement from the players hands (using the controllers) and translate this to the game.

Nintendo is already using this technology effectively. They are currently top in the market with the Wii selling more than any other gaming console.

The two major players, Sony and Microsoft, are hoping to blunt the momentum of Nintendo and its Wii and capture a large chunk of the market share. Sony has recently launched their PlayStation Move, setting up play stations in retail stores and malls all over the country. Microsoft is said to soon be launching their Project Natal. This system is rumored to use no controller, but instead uses the slogan "you are the controller."

If you're looking for the future in gaming, motion-sensitive games are the place to find it!



The Nintendo Wii



It seems everyone is looking for a revolution. Well, Nintendo is certainly giving you one.

Since its big launch in 2006, the Nintendo Wii's radical and innovative controller befits the console's Revolution codename and sales success has turned the gaming industry on its head. Also contributing to its leading role is its unbeatable price!

The system simultaneously embraces newcomers while providing a fresh experience for the jaded hardcore gamers.