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Nintendo announces Wii Fit launch for Japan

Game and Wii Balance Board will be in shops for Christmas

by Amy-Mae Elliott published on 10 October 2007

Reuters is reporting that Nintendo has said it will start selling "Wii Fit" in Japan in time for Christmas, an announcement that sent its shares to a record high. The game will go on sale on December 1st for 8800 yen, about £36, and features the pressure-sensing mat called the "Wii Balance Board", that senses when a person moves and leans. Appealing to the non-traditional gamer, and the female market, the board can also be used for yoga and aerobics. The new game is predicted by analysts to be the next major sales driver for Nintendo's console following the success of Wii Sports. No dates were given for a launch outside of Japan other than the statement that Wii Fit will be launched in overseas markets in 2008.

