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Nintendo announces Fuji-backed Wii photo channel

Plus character-themed albums and business cards

by Amy-Mae Elliott published on 23 July 2008

Nintendo has announced that it will launch a new Wii channel in conjunction with Fujifilm that will offer a digital photo printing service - with some Wii-flavoured twists.

The "Digital Camera Print Channel" (although we are informed by Nintendo that the English name is still "tentative") will launch today in Japan.

Japanese Wii owners will be able to use the channel to order digital photo prints - currently only available in 89 x 127mm sizes - as well as order an original Wii "Photobook" that's described as like an album, with users able to select from several kinds including Wii character-themed versions.

In addition (and another to be confirmed name) but "Wii Name Cards" will be available for order, that are like a business card, which can be printed with a photo or a Mii, with the choice of six templates, including Super Mario series characters on offer.

The plan is for this service to be available globally but there's no date as yet for a debut outside Japan. Fujifilm will be demoing the channel at the Photokina show in September, so we will bring you more from there.

