

Nintendo slashes price of its DS consoles in Japan

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Nintendo on Wednesday said it would slash the price of its portable DS game consoles by 20 percent in Japan for the first time in order to revive flagging demand for its products.

The Japanese gaming giant will lower the recommended retail price on a DSi from 18,900 yen (206 dollars) to 15,000 from June 19, a statement said. The large-screen DSi LL will be selling at 18,000 yen from 20,000, it said.

The consoles will also come in blue, yellow and green, bringing the

colour lineup to six.

The Kyoto-based company is faced with declining sales of its [Wii](#) console and is preparing to unveil a handheld 3D device this year that will allow users to see 3D images without the need for special glasses.

The latest gadget will be showcased at the E3 game trade show in June in Los Angeles before its commercial launch.

But company officials have brushed suggestions that [Nintendo](#) is losing its lustre. The price reduction is aimed at reviving demand and bringing us closer to our goal of providing every home with a DS," a spokesman told AFP.

Since its launch in December 2004 Nintendo has sold 30 million DS units in [Japan](#), the company said.

It declined to say whether it would reduce the price of its consoles sold overseas. It slashed prices in the US and Europe for the first time in 2005.

Nintendo predicts a [net profit](#) of 200 billion yen for this fiscal year, down 12.5 percent from last year.

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