

Crowd-funded videogame console selling fast

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A videogame fan plays Sony's portable videogame console at an electrics shop in Tokyo, Japan on February 20, 2013. A new crowd-funded videogame console, Ouya, was released Tuesday and could shake up a market dominated by Sony, Microsoft and Nintendo.

The crowd-funded Ouya videogame console hit the market on Tuesday and sold out quickly at online retailer Amazon as well as on the website of major US chain store Target.

"Unreal," Ouya said in a message fired off on Twitter. "Ouya has officially sold out on @amazon US and UK."

While the consoles powered by [Google's](#) Android software remained available at the Ouya website and elsewhere for \$99, prices for consoles were already being bid up in auctions online at [eBay](#).

"The journey has just begun," Ouya said. "Thanks to everyone who has supported us."

Retailers selling the device include [Best Buy](#) and [GameStop](#), Ouya said.

Eagerly anticipated Ouya consoles are out to shake up a videogame market dominated by Sony, Microsoft, and Nintendo.

The Android-powered devices plug into televisions and were launched with more than 150 games that provide some degree of free play.

Los Angeles-based Ouya was a Kickstarter hit, attracting millions of dollars in funding from a roster of investors that includes Jawbone founder Hosain Rahman.

[Kickstarter](#).com lets entrepreneurs reach out to the masses for pooled funding for creative projects. Ouya backers were promised consoles, but online reports indicated some had not received them on Tuesday.

Ouya consoles come with a single controller, which sell separately for \$50 each.

Ouya hit the market as Sony and Microsoft prepare to release next-generation PlayStation and Xbox videogame consoles. The third big player in the market, Nintendo, released a new Wii U console late last year.

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