

Pokémon Go finally arrives in Japan

By Ken Moritsugu and Satoshi Sugiyama
The Associated Press

TOKYO — The wait is finally over for Pokémon Go fans in Japan.

Players began tweeting about it as soon as it was available July 22, and the Pokémon Co. and the developer of the augmented-reality game, U.S.-based Niantic Inc., confirmed its launch.

Pokémon Go is a huge hit in Japan, the country of the character's birth. Fans had been eagerly awaiting its release since it first came out in Australia, New Zealand, and the United States, and then spread to become a blockbuster hit in more than 20 countries.

"The best part is that I just got the first three (characters), I felt like, 'Yes!'" university student Shuta Saito said in Tokyo's Akihabara district, a popular spot for fans of animation and games.

One of the Japanese creators of the game apologized for the delay in a video with the American head of Niantic posted on the internet.

"To everyone in Japan: I am sorry to make you wait for so long," said Jyunichi Masuda, the head of development at Game Freak Inc., the developer of the original Pokémon game. "Pokémon Go can now be played in Japan."

In the game, players search for digital creatures that pop up on smartphone screens as they move through real-world locations. The game's success has sent the stock price of Nintendo Co. soaring. The Japanese game maker, in partnership with Game Freak, released the original Pokémon game in the mid-1990s, and owns the trademarks to all the game's characters.

The launch in Japan includes a



POKÉMON RETURNS HOME. People gaze at their smartphones while playing Pokémon Go in Akihabara district in Tokyo. The wait is over for Pokémon Go fans in Japan. Users began tweeting about it as soon as it was available last month. (AP Photo/Eugene Hoshiko)

tie-up with McDonald's Japan that is seen as a potential expansion of the game's revenue base beyond the sale of in-app purchases.

Financial details have not been disclosed, but McDonald's said that about 400 of its 2,900 restaurants in the country are designated as "gyms" where players can battle on their smartphones. The other 2,500 are "Pokéstops," where players can get "Poké Balls" and other items they need to play the game.

Because the game uses GPS, it can drive potential customers to a store in a way that other games cannot. "They are adding a new way to make money through mobile games by virtue of the GPS element in the game, and I think this deal is just the first of many to come," said Serkan Toto, a Tokyo-based games industry consultant.

Keito Sato, 17, walking with school friends in Tokyo's Roppongi area, said he's been playing since he learned about the game's release via Twitter. He was hoping to test his skills in a battle at a McDonald's, but

realized he had not reached a sufficient level to do so.

In Akihabara, 19-year-old student Yuchi Mori said he was undeterred by the multiple reports of Pokémon Go-related traffic accidents and other mishaps elsewhere. He downloaded the game as soon as a school exam ended.

"Well I suppose using the smartphone while walking is dangerous, and small kids could be taken away by suspicious people, but I think it's all right as long as each individual stays careful," said Mori, a Pokémon fan since he was six years old.

As anticipation built toward the Japan release, the government issued nine safety-related rules for Pokémon Go players to follow. Niantic CEO John Hanke asked users to play with care.

"When you go out to play, keep your head up, look around, enjoy the world around you, and be safe," he said in the video message.

Associated Press videojournalist Emily Wang contributed to this story.

Japan's nine safety tips for Pokémon Go

By Satoshi Sugiyama
The Associated Press

TOKYO — Aware of the reports of Pokémon Go-related mishaps elsewhere, Japan's government-run National Center of Incident Readiness and Strategy for Cybersecurity issued a flyer with nine public-safety tips to keep overly enthusiastic players from getting into trouble.

Protect personal information

The government says that when registering, a player should use a nickname that a third party cannot use to identify the player. It also advises against posting photos taken near one's home on social media, as the location could be ascertained.

Beware of fake apps

The government warns there are possibilities that some apps contain viruses and urges users to download the game's app from legitimate distribution channels.

Download weather apps

Pokémon Go users who play outside need to be mindful of the weather. Download apps that issue severe weather warnings. A cartoon on the government flyer shows a person dragging away a preoccupied player as a tsunami approaches, shouting, "Stop playing and run!"

Beware of heatstroke

Players of the game may go hunting on a sunny day. In that case, the government advises players to be aware of heatstroke, taking a rest in the shade frequently and consuming drinks that contain salt. Drinking water only is not sufficient.

Carry an extra battery

Games that use GPS eat up battery life, so carry extra batteries or chargers.

Have an additional method of contact

In case your smartphone battery runs out, carry a phone card so you can use a public phone. For kids playing alone, parents should take a head-to-toe picture of them in the clothes they are wearing, in case they go missing.

Do not enter dangerous areas

There have been reports in other countries of people



SAFETY STRATEGIES. This image released by Japan's National Center of Incident Readiness and Strategy for Cybersecurity shows a copy of a flyer issued by the Japanese government to Pokémon Go players. Aware of the reports of Pokémon Go-related mishaps elsewhere, Japan issued a flyer with nine public-safety tips to keep overenthusiastic players from getting into trouble. (Japan's National Center of Incident Readiness and Strategy for Cybersecurity via AP)

getting into trouble while playing the game, including being hit by a car, falling into a pond, getting robbed, and being bitten by a snake. The government also warns players to be careful overseas — its flyer features a

Continued on page 4

Albina Community Bank

"The best way to help represent the bank is to be involved with the community. Give me a call to learn more!"

~ Charlie Te~
(503) 285-2296 • cte@albinabank.com

St. Johns Office • 8040 N. Lombard
MLK Office • 2002 NE MLK Jr. Blvd.
www.albinabank.com

Black Pearl Acupuncture
Acupuncture and Herbal Medicine are great for:

- Acute/Chronic Pain (i.e. neck, back, sciatica & shoulder)
- Treating & Preventing the flu and colds
- Stress Relief
- Headaches/Migraines

Sita Symonette
Licensed Acupuncturist
seasymonette@gmail.com

www.blackpearlacupuncture.com

Call to schedule an appointment: (503) 308-9363
505 N.W. Ninth Ave., Portland, OR 97209

FREE HOME REPAIRS FOR PORTLAND SENIOR & DISABLED HOMEOWNERS

Plumbing • Electrical • Carpentry

REACH Community Development
Portland Housing Bureau

Call (503) 501-5719 or visit <https://reachcdc.org>

Interpretation services available

Waterfront Cabins + Full Hookup RV & Tent Sites
Sauna + Hot Tub + Cinema + Children's Play Area + Scuba Diving
Private Beach + Shellfish Farm + Boat Launch + Moorage

Pets Welcome!
Bring this ad for a discount!

Mike's Beach Resort on HOOD CANAL
www.mikesbeachresort.com
Call Now 360-877-5324

SPiLk ink Gallery

Acrylic
Colour Pencil
Graphite
Oil
Pen & Ink
Watercolour

Pets • Holidays • Special Occasions • Just for Fun
www.spilinkgallery.com (503) 442-6427

FINANCE of AMERICA - MORTGAGE -

Tu Phan

Call for:
Refinances
Purchases
Offering:
FHA/VA/Conventional
Mortgages

NMLS # 1071
MLO # 7916
12550 S.E. 93rd Avenue
Suite 350
Clackamas, OR 97015
(503) 496-5718
<tphan@financeofamerica.com>
<www.financeofamerica.com>

STUNNING PHOTOGRAPHY
WEDDINGS
SENIORS
BABIES
PREGNANCY
PORTRAITS
FUNERALS

LANDIS.PHOTOS@GMAIL.COM
JANLANDISPHOTOGRAPHY.COM
503.317.3759

Find us on Facebook