Nintendo 3DS

Image Share

Hashtag Application Procedure

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Version 2.0

The content of this document is highly confidential
and should be handled accordingly.

Confidential

Table of Contents

Tables

Figures

1 Introduction

1.1   About This Document

This document explains how to apply for title-specific unique hashtags that are automatically tagged to images from the application when users post those images to a social networking service using Nintendo 3DS Image Share. (Posts to Facebook do not include the hashtag.)

Nintendo 3DS Image Share is a kind of web service. For more information about the service, see the Nintendo website on the Nintendo 3DS Image Share page (http://www.nintendo.com/3ds/image-share/). You can also find this information in Chapter 6 Details of Nintendo 3DS Image Share in this document.

To get a quick idea of the effects achieved by posting images using Nintendo 3DS Image Share, search Twitter using one of the hashtags already in widespread use, like "#3DS." Lots of posts have nothing to do with Nintendo 3DS Image Share, but you can see the kinds of things that get posted using the tool and how much fun users can have with the tool.

1.2   Intended Audience

This document is intended for people and organizations who are considering plans for the 3DS and those who are in charge of applications that use the ImageDb API (a library that uses the Nintendo 3DS camera to load images on the SD card and add new ones) on the 3DS. People in charge of these kinds of titles would benefit from reading this document.

Even developers of applications that do not use network features should read this document and consider applying for hashtags if the application uses ImageDb, because the availability of Nintendo 3DS Image Share is unrelated to the application's use of a network.

1.3   Terminology

* SNS (Social Networking Service)

  These websites are designed to build social networks among people. A variety of different social networking websites are operated in different fields and for different kinds of postings.

  Nintendo 3DS Image Share supports the Twitter and Facebook social networking services, operated by different companies. References in this document to "SNS sites" refer to these social networking services.

* Hashtags

  A keyword written as a marker inside the posted text. By including a prearranged keyword in the posted text, you can easily extract all the people who are posting about the same topic.

Note: For more information, see Section 6.4 Hashtags.

Note: Posts to Facebook will not include the hashtag.

2 Applying for a Hashtag

If you want to apply to use hashtags, fill in the Nintendo 3DS Image Share registration sheet and send it to Nintendo support. (For more information about hashtags, see Section 6.4 Hashtags.) For more information about filling in the sheet, see Chapter 4 Filling In the Registration Sheet. When you specify a hashtag, be careful that the string you are using does not infringe on any existing registered trademarks. Nintendo will not check against existing trademarks.

For titles that have different launch dates by region, you can also submit tag registration sheets that have only the information for the relevant region to the support contact for that region.

If you don't apply to use hashtags, posts from your application are assigned the "#3DS" hashtag. By applying to use hashtags, you can add application-specific hashtags.

3 Registering Hashtags

3.1   Benefits of Registering Hashtags

With Nintendo 3DS Image Share, when users post images saved in the application, the images can be posted along with a hashtag of the game developer's choosing, providing a hashtag has been registered. Posting game images using registered hashtags has the following benefits for both the game developer and the user.

- Benefits for users

  o People can share the fun of the game experience with friends.
  o People who are playing the same game can learn how others are playing the game.

- Benefits for the game developer

  o Getting users to share what it's like to play the game can appeal to potential customers to also buy the game.

Even when a hashtag has not been registered for a title, players can still post images from the application, and those images take the default hashtag "#3DS." In other words, just because the application developer has not registered a dedicated hashtag for an application does not mean that users cannot post the game's images using Nintendo 3DS Image Share. However, if a dedicated hashtag is registered for the application, users enjoy these benefits, and the game developer has a precious opportunity to convey the application title and the images as a set piece to potential customers. For these reasons, we recommend that you register unique hashtags for your titles.

3.2   Assigning Hashtags to Images

You can specify one or more hashtags to assign to game images when they are posted using Nintendo 3DS Image Share. Multiple hashtags must be separated from each other by the space of a single character.

You can specify different hashtags for different regions and different languages. In this case, the regions and languages must correspond to the System Settings in the 3DS from which game images are being posted. You can specify the same hashtag for the various languages, or a localized version of the hashtag for each language. Whatever you do, confirm that your specified hashtags can be posted to all of the SNS sites to which images can be posted using Nintendo 3DS Image Share. Different types of characters can be used for hashtags on SNS sites, and in some cases there are particular characters that cannot be used.

The hashtag registration application form has fields for two kinds of entries: one for the Common tag and another for Tags for region/language combinations. As a general rule, keep the default hashtag "#3DS" unchanged for the common tag. If you want to specify the same hashtag for multiple regions and languages, you can simply enter the same hashtag for all the tags for region/language pairs. When an image is posted, it is posted with the "tag for the region/language pair," followed by a space,

followed by the "common tag." For more information about applying to register hashtags, see Chapter 2 Applying for a Hashtag.

For images posted using Nintendo 3DS Image Share, the assigned hashtags must be no longer than 34 characters total. This is not a byte count, so count each character as one character, regardless of whether the hashtag is in Japanese or in letters of the alphabet. Remember to include the single-character spaces between hashtags when calculating the character count.

 Note: If the hashtags in your application exceed the limit on the number of characters, the application will be returned unapproved.

Figure 3-1 Counting Hashtag Characters
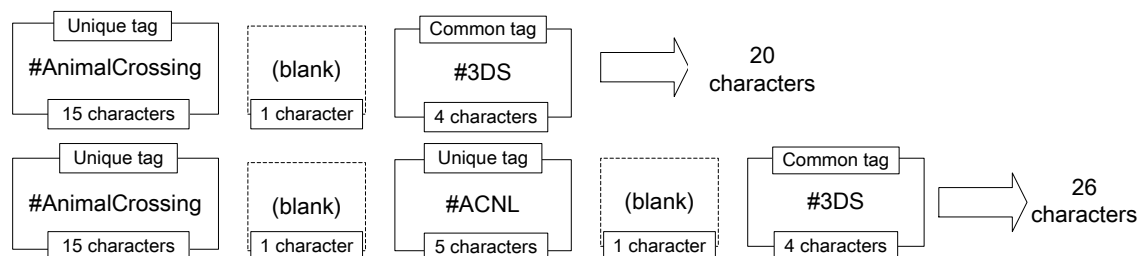
4 Filling In the Registration Sheet

This chapter describes how to fill in Nintendo 3DS Image Share's tag registration sheet. Fill in this tag registration sheet for each title, and then send it to the Nintendo contact address for your region.

- For the NOA Region: thirdpartypublisher@noa.nintendo.com
- For the NOE Region: digital_publisher@nintendo.de

When Nintendo 3DS Image Share is used to post images from that title to SNS sites, the posted images have the entered hashtags.

Figure 4-1 Tag Registration Sheet

Make entries in the colored cells. Read the notes written at the top of this sheet and then fill in the entry items.

1. Already Released

If you are registering hashtags for a title that is already on sale, select that check box. As soon as you have completed the registration process any subsequent images that are posted are assigned the specified hashtags. You cannot assign the hashtags to images that have already been posted to social networking services.

2. Company, Department Contact Name

Enter the name of the company, department, and contact person making the hashtag registration application.

3. Hashtags for Each Region/Language

Enter information for the game title and the hashtag for each region/language pair.

4. Release Date

For unreleased titles, this date is the date from which your hashtags are shown on the page in Nintendo 3DS Image Share that lists all hashtags.

5. Unique ID

Enter the unique ID specified in the RSF file. This unique ID determines which hashtag to assign to the image from among the hashtags registered in Nintendo 3DS Image Share.

6. Official Title Name

Enter the official name of your game title in each language. This title is used on the page in Nintendo 3DS Image Share that lists the hashtags.

7. Tag

Enter the hashtag to set. If you are setting multiple hashtags, separate each hashtag with a space. Remember that these spaces count in the character count limit.

Leave the field blank for regions and languages with no planned release date. Later, when release dates are decided for these regions and languages, edit the submitted tag registration application sheet, fill in these fields, and submit the sheet.

8. Common Tag

Specify a hashtag for the title to share in all regions and languages. In principle, do not change the default common tag, which is "#3DS." If you are specifying the same hashtag for all regions and languages, enter the same tag in all the fields for region/language pairs.

9. Prohibit Posting

If this option when, due to special circumstances like the nature of your game, you want to prohibit the posting of images from the game title to SNS sites using Nintendo 3DS Image Share.

5 Checking the Hashtags Assigned to Posted Images

The software developer must confirm whether images saved in their application have the registered hashtags when they are posted to SNS sites. Although you can use Nintendo 3DS Image Share to actually post images saved in the game to a private SNS account, one false step risks publicizing images of your game to users before the title goes on sale. For this reason, Nintendo offers a Hashtag Confirmation Tool that displays the hashtags that would be tagged to an image if it were posted.

This tool only shows the hashtags, and omits the steps of logging in and posting to an SNS site when images that have been saved in the game are posted from a 3DS system using the Internet browser. The tool is used a lot like Nintendo 3DS Image Share, as described below.

After you receive confirmation that the hashtag registration is complete, use this tool to check that the registered hashtag matches the details in the registration application.

When checking, you can use either a development unit or the actual product, but if the images created are to be used on a different system, make sure that system has the same region and language as the one that created the images.

Prepare an SD card storing an image that you created while playing the game for which you applied to register a hashtag. Insert an SD card with an image on it into a 3DS, and then start the Internet browser. In the URL field, enter https://i.nintendo.net/htc to access the Hashtag Confirmation Tool. The following screen appears.

Figure 5-1 Hashtag Confirmation Tool

Upload the image saved to the SD card just like you would using Nintendo 3DS Image Share. After uploading has completed, click 確認する(Confirm) to check which hashtags have been tagged to the image for the region/language of the 3DS. The Hashtag Confirmation Tool can only check the hashtags for the region and language set on your 3DS. Use this tool to check that the hashtags are tagged to the image as expected for all region/language pairs for which you intend to sell the title.

If the Hashtag Confirmation Tool shows hashtags that you did not envision being displayed when you applied to register the hashtags, contact Nintendo, and include in your email the region of your 3DS, its language setting, the hashtags that the tool displayed, and the hashtags that you expected to be displayed.

6 Details of Nintendo 3DS Image Share

Nintendo 3DS Image Share is a web service operated by Nintendo for posting images from the application to social networking services like Twitter and Facebook. People can use this service to post images to their own SNS accounts via the 3DS Internet browser. The aim is for users to enjoy themselves by sharing their gameplay accomplishments with friends on social networks, for example when they record high scores or clear games. With the addition of hashtags, people who are all playing the same game can share their experiences.

When an image is posted, the user is displayed along with the image, and short comments can be added. In addition to these comments, Nintendo 3DS Image Share tags images with predetermined hashtags when they are posted. For information about hashtags, see Section 6.4 Hashtags.

Nintendo 3DS Image Share uses the Internet browser, so if this has been restricted in the Parental Controls, application images cannot be posted to SNS sites unless the PIN is used to bypass the restriction.

Even if a game title does not support the network features, images saved from the game can be posted to SNS sites using Nintendo 3DS Image Share if the user's 3DS system can connect to the Internet and make use of the Internet browser.

Nintendo 3DS Image Share is designed to help users post to SNS sites. Nintendo does not control the contents of the posts and counts on users to use the tool in accordance with the terms of the SNS site to which they are posting.

6.1   Feature Overview

Nintendo 3DS Image Share has the following features.

- Operating via the Internet Browser, it posts to SNS sites images that were created in a game and saved to an SD card.
- When images are posted, the user can add short messages written as free text.
- When posting, it assigns hashtags registered by the game developer. Different hashtags can be assigned to images based on the region of the 3DS system and the system's language setting.

When acting to post an image, the user can view a list of images saved to the SD card and select which one to upload. Only one image can be uploaded at a time. If you want to upload multiple images, you need to use Nintendo 3DS Image Share multiple times. The only kinds of images that can be posted are images files created using the API of ImageDb, which is the library for loading and adding to the images that the Nintendo 3DS Camera manages on SD cards. Although it is possible to upload MPO-format 3D images, whether those images are displayed in 3D depends on the specification of the SNS site. Users cannot use Nintendo 3DS Image Share to post images that were created with a device other than a 3DS and saved to an SD card.

When a user acts to post an image to an SNS site, the site asks them to log in to their account. The image cannot be posted if the user enters the wrong password or cannot log in for any other reason. The user must create an account on the desired SNS site before using Nintendo 3DS Image Share.

6.2   Image Posting Flow

This section describes the flow of the process by which images saved in a game are posted to SNS sites using Nintendo 3DS Image Share. For information about using the tool, see the page for the tool on Nintendo's official website.

The figure depicts the flow of the process up to the point where an image is posted using Nintendo 3DS Image Share. In this flow, everything runs smoothly through to the end of the process. The figure does not show potential complications, like a failed login to an SNS account, or a Parental Controls restriction on the use of the Internet Browser.

Instead of starting the Internet browser to access Nintendo 3DS Image Share, you can also access it directly by touching the icon in the upper left part of the HOME Menu to call up the settings menu.

To use Nintendo 3DS Image Share on the New Nintendo 3DS or New Nintendo 3DS XL, you must turn off the filtering feature of the Internet browser. For information about how to turn off this feature, see the Nintendo website.

Figure 6-1 Flow to the Point of Posting an Image

User	Nintendo 3DS Image Share	SNS
Save image to SD card during gameplay.		
Start the Internet browser, and access Nintendo 3DS Image Share.		
Select the SNS to which to post the image.		
The portion of the process here in the shaded area is skipped on the second and subsequent times.	(North America only) Confirm birthdate for COPPA compliance.	
	Get permission to post the image to the user's account on the SNS site.	Ask the user whether to accept the image post from the Nintendo 3DS Image Share.
Select OK (accept the image post from the Nintendo 3DS Image Share to the SNS site).		Start accepting posts from the Nintendo 3DS Image Share.
Select from images on the SD card, and post them.	Display a form for uploading screenshots to the user.	
	Assign the appropriate hashtag based on the information about the game saved in the image for Nintendo 3DS system's region and language.	Post the screenshot.

When selecting which SNS to post the image to, you can select multiple sites. If multiple SNS sites are selected, the image can be posted to all of them at the same time. However, in this case, you can not post from the upper screen and lower screen at the same time.

6.3   Directly Starting Nintendo 3DS Image Share From Inside the Application

You can directly access Nintendo 3DS Image Share from inside the application by starting the 3DS Internet browser using the CTR-SDK's `nn::webbrs::StartWebBrowser` function to display the tool. (This process is referred to as an application jump.) In this way, you can omit the steps of interrupting the application, starting the Internet browser, and entering the URL for Nintendo 3DS Image Share.

When using an application jump to show Nintendo 3DS Image Share, specify this URL in the parameters: https://i.nintendo.net/. Nintendo 3DS Image Share is a public service operated by Nintendo, so in principle this URL will not change in the future. If and when this service ends, that fact will be displayed in the tool, so your application does not need to do anything special to deal with the end of the service.

If you will be using this application jump in your application, be sure to comply with the Internet browser guidelines in the 3DS Guidelines. The guidelines include several related items. Use the following table as a point of reference.

Table 6-1 Guideline Thinking

3DS Guideline Items	Image Share Approach
Pages for Display	Nintendo 3DS Image Share satisfies these conditions.
User Consent in Advance	Display a message with the following kind of wording. Ready to start the Internet browser and display Nintendo 3DS Image Share. Shows the Help for the Image Share. Proceed? Yes / No
Prohibition of Direct or Indirect Internet Communication With Non-Nintendo Platforms	Does not apply to Nintendo 3DS Image Share.
Prohibition of Direct or Indirect Internet Communication With Other Companies' Applications	Does not apply to Nintendo 3DS Image Share.

You can use icons and logo images for Nintendo 3DS Image Share in your application. The icons and logo images for various languages are included in this package. Logos like those shown in the figure below are available for the regions and languages that Nintendo 3DS Image Share supports. The figure also shows the icons that are available. They come in sizes of 32x32 and 128x128. Applications that support imaging posting via an application jump to Nintendo 3DS Image Share are not obligated to use these icons and logos. However, please adopt some clear way of conveying this feature. For more information, see 7 Icon Style Guide for Image Share: For Application Development and 8 Logo Guidelines for Image Share: For Application Development.

Figure 6-2 Logos and Icons

If you are showing a description of Nintendo 3DS Image Share in an application, provide a link to the Nintendo 3DS Image Share page (https://www.nintendo.com/3ds/image-share), and display the following sentence.

"Nintendo 3DS Image Share is a web service for posting images you have taken in a game to a social networking service."
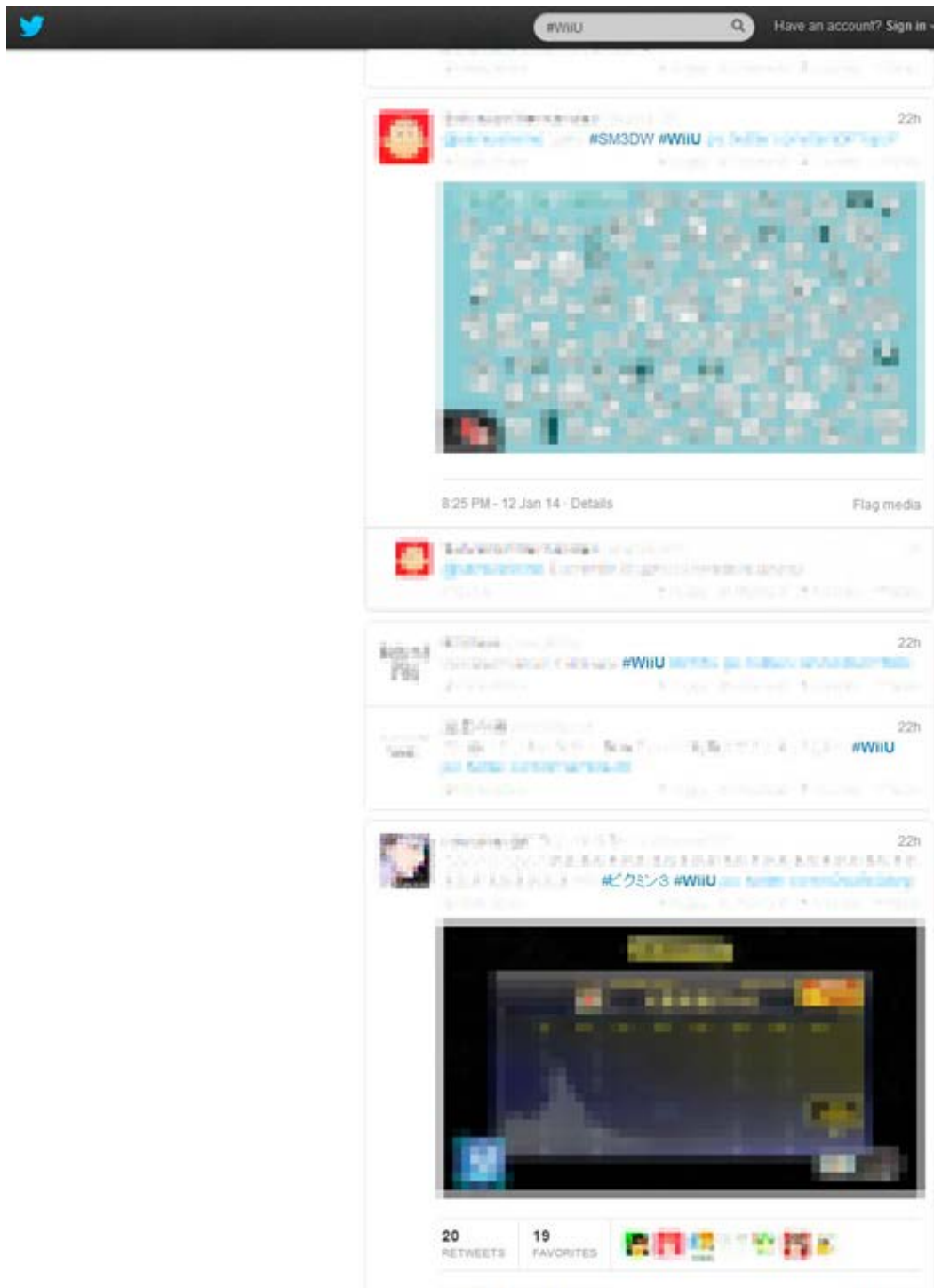
6.4   Hashtags

Note: This section provides a general description of hashtags as used on the Internet. Matters unique to Nintendo 3DS Image Share are covered elsewhere, so this section can be skipped if you are already familiar with hashtags.

A hashtag is basically a shared keyword for postings to an SNS site about a certain topic, providing a way to search through the postings to view all the postings by people talking about that topic. Conventionally, hashtags are keywords that begin with "#." Some SNS sites show the hashtags included in posted messages as links which send you to a screen where the results of searching on that hashtag as a keyword are displayed.

To get an idea of how hashtags are actually used, try searching on a hashtag in the search screen of an SNS site. For example, if you search on "#3DS" in the search screen of an SNS site supported by Nintendo 3DS Image Share, you'll discover many posts on topics about the 3DS system and 3DS games. Thanks to the use of common hashtags, it is easy to find other people posting about the same topic, or to learn the reputations of things.

Figure 6-3 Hashtag Search on Twitter

6.4.1   Hashtag Format

There is no set format for hashtags, other than that they begin with #. Different SNS sites have different rules about the kinds of characters can be used for hashtags, but most recommend simple constructions of just alphanumeric characters and the underscore symbol (" _ ") for hashtags used for individual topics.

The SNS sites supported by Nintendo 3DS Image Share allow use of Japanese kanji and other characters in addition to alphabetic letters for hashtag names.

Single posts can be tagged with multiple hashtags. In this case, searching on any of the hashtags finds that post. This makes it easier for the post to show up in search results, but the downside is that a post tagged with lots of hashtags can look horrible. Posts to SNS sites are personal statements for others to see, so if the posts made with Nintendo 3DS Image Share look horrible, users will stop using the service.

Hashtags are typically written at the tail end of the posted text. If they do not destroy the meaning, hashtags can also be used like words in the middle of the text. Nintendo 3DS Image Share automatically tags the end of the message with the hashtags.

- Example: "It took me 3 hours but I made a new high score. #Nintendo3DS"
- Example: "I finally got a #NewNintendo3DS!"

6.4.2   Notes About the Phrases Used for Hashtags

Users can add hashtags to their posts however they like. Even though Nintendo might like to have exclusive use of "#Nintendo" for publicity purposes, it cannot prevent other people from using the same hashtag for other purposes. In addition, no single user of an SNS site can control how a hashtag is used. For these reasons, if you use a very common phrase as a hashtag, it will likely overlap with the postings to other topics, making it hard to find people posting about your topic. That diminishes the merit of taking the effort to tag posts with hashtags. For example, if you post to an SNS site using "#Link" as a hashtag, thinking of the character Link, that would drown among all the uses "#Link" referring to a hyperlink.

If you plan to use an initialism or an acronym as a hashtag, you must check whether it is already being widely used for other meanings.

You also need to remember that hashtags might not be independent for posts in different languages. When a person searches on a hashtag, the result might be a mix of posts in Japanese, English and other languages. If you want your hashtag search results separated by language, consider using a different hashtag for each language. In the West, it is common for posts in a mix of European languages to have English-language hashtags.

6.4.3   Length of Phrases Used for Hashtags

General thinking is that hashtags are ideally two to 10 characters in length. If a hashtag is too short, there is a risk that it is already widely in use. If it is too long, posters might get a bad impression, because it uses up so many characters when the post is being written. That being said, Nintendo 3DS Image Share supports comments of up to 80 characters, so a long hashtag does not have much impact.

Whatever the length, we recommend using hashtags for Nintendo 3DS Image Share that are readily recognizable with your game title. That way, even friends who are unfamiliar with the application know that the posted images are from that application.
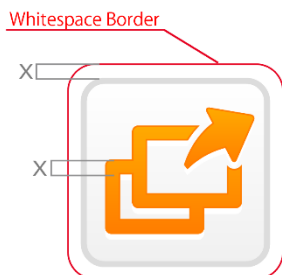
7 Icon Style Guide for Image Share: For Application Development

These icons are for things like link buttons. Read the following notes carefully to ensure that you use them correctly.

Basic Design

Minimum Margin

Do not display any text or images within the whitespace border around the icon. The width of that border is equal to *X*, which is the width indicated above. The reason for maintaining the whitespace is to prevent confusion with other notations.

This restriction does not apply when there are limits on the visible space.

Cautions

- Brief changes that use animations.
  You are free to employ brief changes that use animations to signal things like screen transitions and the selection of UI elements.
- Shapes
  You cannot modify the icon shapes. In principle the entire icon must be visible. You cannot add or remove elements to and from the icons.
- Size
  Icons can be enlarged or reduced in size.
  Maintain the aspect ratio.
  When reducing icon size, consider the resolution of the screen on which the icon will be displayed. The icon must remain clearly visible at all sizes and resolutions.
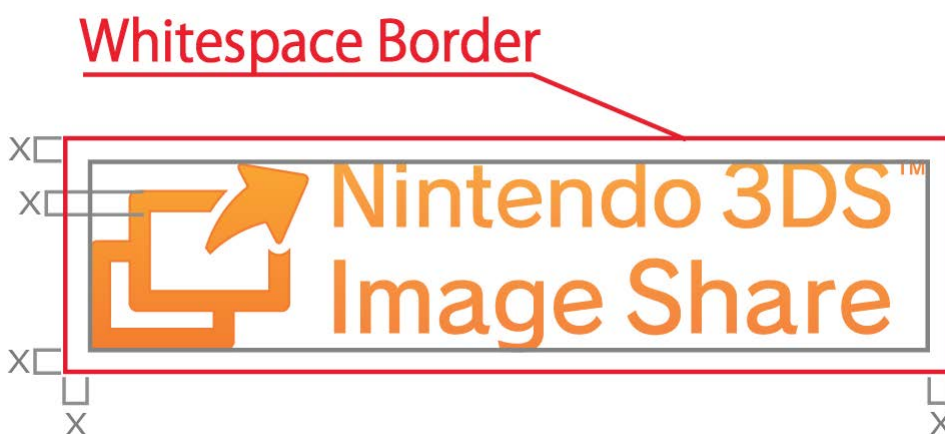
Color Specifications

RGB: 227 126 29
CMYK: 0 60 90 0

Contact Nintendo if you have any questions about how to use icons.

8 Logo Guidelines for Image Share: For Application Development

Basic Design

Minimum Margin

Do not display any text or images within the whitespace border around the logo. The width of that border is equal to *X*, which is the width indicated above. The reason for maintaining the whitespace is to prevent confusion with other notations.

This restriction does not apply when there are limits on the visible space.

Color Specifications

RGB: 227 126 29
CMYK: 0 60 90 0

Some Prohibited Logo Uses

o Do not use any color other than that specified above.
o Do not separate out the symbol portion and restructure the logo.
o Do not add outlines.
o Do not embellish parts of the image.
o Do not skew or otherwise modify the image.
o Do not remove the symbol portion.
o Do not enlarge parts of the image.

Contact Nintendo if you have any questions about how to use icons.

Revision History

Version	Revision Date	Category	Description
2.0	2016-10-24	Addition	• 7 Icon Style Guide for the Image Share: For Application Development • 8 Logo Guidelines for the Image Share: For Application Development
		Changes	• 1.3 Terminology Removed reference to Tumblr. It is no longer supported. • 6 Details of Nintendo 3DS Image Share Removed reference to Tumblr. It is no longer supported. • 6.3 Directly Starting Nintendo 3DS Image Share From Inside the Application Noted that icons and logos are now included within the package.
1.1	2015-05-26	Changes	• 1.1 About This Document Added a note about hashtags not being added when posting to Facebook. • 1.3 Terminology Added a note about hashtags not being added when posting to Facebook. Added a note about only the New Nintendo 3DS supporting Tumblr.
1.0	2015-03-02	—	Initial version.

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