



FOR IMMEDIATE RELEASE:

POW! is pleased to announce the **December 2013** release of
NERF: The Ultimate Blaster Book
by Nathaniel Marunas

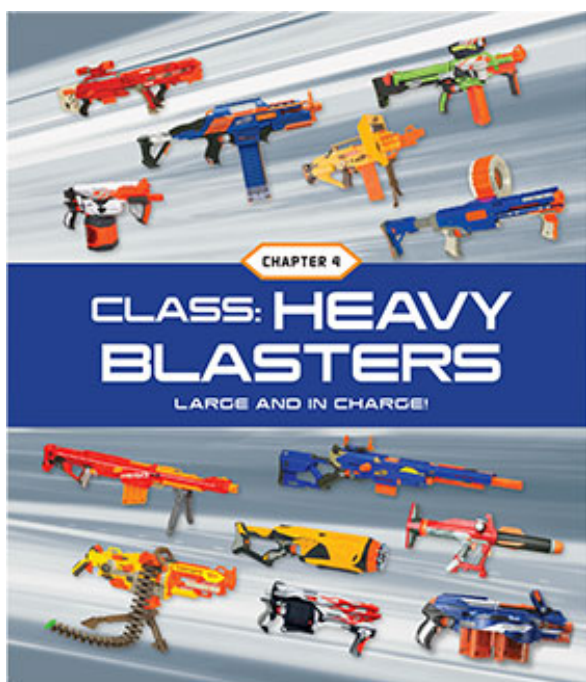


Celebrating generations of foam power and propulsion systems, POW!, an imprint of powerHouse Books, is delighted to announce **NERF: The Ultimate Blaster Book**. The first-ever official NERF blaster book produced under license from Hasbro, Inc.'s epic NERF franchise, this is a stunning visual guide to the iconic blasters and a brand synonymous with action and fun.

Pore over these pages to discover the amazing spectrum of NERF blaster designs and accessories, from the very first NERF product, a simple, orange foam ball developed nearly a half-century ago, to the birth of the blaster in 1989, to increasingly sophisticated models like the innovative N-Strike Elite series, which began in 2012, and ending with a sneak peek at the blasters of the future!

NERF: The Ultimate Blaster Book is a comprehensive and exhilarating tour of NERF blasters, the popular action toys. Jam-packed with striking photos and intriguing facts, this hardcover, full-color collector's encyclopedia is heavily detailed with high-energy spreads, an array of technical specifications (range, capacity, propulsion type, and more), and callouts explaining special features, as well as the in-depth history behind each blaster evolution.

Taking this lavishly illustrated book to the next level, **six special edition, collectible darts** are included in the front cover of every book. For kid and adult enthusiasts alike, this is the ultimate NERF must-have! **NERF: The Ultimate Blaster Book** will be available to purchase beginning November 19.



CHAPTER 4

CLASS: HEAVY BLASTERS

LARGE AND IN CHARGE!



RAIDER CS-85

TYPE: DART-FIRING
POPULATION: MILITARY
REVERSE-PULLER
CAPACITY: 35 DARTS
DATE OF BIRTH: 1-2 DARTS PER SECOND, 3 DARTS PER SECOND (SLAM FIRE)
ARMED TYPE: STREAMLINE DARTS
RANGE: 40-50 FEET (50-70 FEET)
THEORETICAL RATES: 2
BLASTER LENGTH: 27.5 INCHES (70 CM)
YEAR RELEASED: 2009

When it was released, the Raider CS-85 blaster had the highest capacity of any Nerf blaster to date. The new 35-dart drum was a game-changer, allowing the blaster to hold more darts than ever before. The **reverse-pulling** and **slam-fire** features were also new, giving the Raider CS-85 a unique edge.



The Raider CS-85 blaster was the first one with an announced release date, September 1, 2009. Since then, September 1 (aka "Blaster Day") has become a yearly tradition eagerly anticipated by the members of Nerf Nation.

N-STRIKE

57

THE DESIGN PROCESS: THE VULCAN BLASTER

Every Nerf blaster goes through a similar process of development, starting with a concept in the mind of a designer and ending with a fully functional blaster. In the case of the Vulcan, the process was a bit more complex and involved more people than most.

THE "BREAD BOARD"

The engineers took the drawings from the designers and started working on the first functioning model, a sort of homegrown blaster built of scrap parts that is called a "bread board." At the time, a 20-ounce prototype design of the Vulcan blaster was also developed to aid in further development, testing, and manufacturing.



THE "LOOK-ALIKE"

Based on the first CAD drawing, the designers and engineers then created a "look-alike" model out of foam that showed the design elements and provided a first look at the color scheme. A second breadboard was also built to test how the developing production mechanism was working. It was discovered that the three rotating barrels, the mechanical drum plunger function, and ball-bearing return were working perfectly and provided a lot of electricity after much discussion, the team decided to use just a single barrel to cut down on the power drain and to simplify the mechanism.



THE "FOAM RULE"

With the production mechanism in development, the designers created an accurate, but inexpensive version of the Vulcan blaster from foam, called a "foam rule." The rule is used to make sure that the shape of the blaster is right for the kids who will be playing with it. To test this, a group of kids got to handle the model of the blaster, and their fingers around the grip, and in general made sure that all the dimensions and sizes were accurate.



BUILDING IN THE DETAILS

With several rounds of design and testing completed, the Nerf team started to refine the details. The blaster's appearance to its capacity, its mechanics, its size, how it would look, and how it would feel in the hand were all things that the team wanted to get right. The team wanted the blaster to be a fun, functional, and easy-to-use toy that would be a great addition to any child's collection.

A BLASTER IS BORN

A look around two years from the first discussions of the Vulcan blaster until the first finished blasters started rolling off the line. But at the time, the team just off the Vulcan blaster is one of the most famous Nerf blaster designs and to a sought-after collector's item.

THE IDEA

The idea for the Vulcan blaster was first discussed at a Nerf concept meeting, where someone said, "We want a big, beefy, heavy blaster, something that 'looks awesome'." It would be the new addition to the line, a blaster that would be a fun, functional, and easy-to-use toy that would be a great addition to any child's collection.



68 HEAVY BLASTERS

N-STRIKE

69

FOAMPOWER TIMELINE

The following is an overview of the evolution of the Nerf brand (based on historical evidence from the first Nerf blaster to the present day). It is by no means complete, but it is a good starting point.



TIMELINE

Nathaniel Marunas is the author of *Manga Claus: The Blade of Kringle* (YALSA Award) and *Worst-Case Scenario Survival Handbook, Jr.: Gross Edition*. He lives in Brooklyn, NY with his wife and 2 young NERF enthusiasts.

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POW! is the newest imprint from Brooklyn-based independent publisher powerHouse Books. POW! publishes visually driven, imaginative books that bring together humor, design excellence, and a unique sensibility to delight children and parents.

NERF Collector's Guide / Blaster Encyclopedia / Hasbro Games

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A preview is available by clicking here: [NERF: The Ultimate Blaster Book](#)

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