

FOR IMMEDIATE RELEASE

## PowerUp Unveils New Smartphone-Controlled Paper Airplane at New York Toy Fair

The Dart syncs via Bluetooth connection and allows pilots to control and maneuver a small paper plane with speeds of up to 25 MPH and aerobatic movement. See the Dart at the 2018 New York Toy Fair, booth #5952, level 1.

**TEL AVIV — Feb. 13, 2018** — PowerUp Toys introduced the next generation of paper airplanes with the PowerUp Dart: a smartphone-controlled paper airplane that can perform precision aerobatic maneuvers at the flick of the wrist. The PowerUp Dart module utilizes Bluetooth smart technology to easily control and maneuver a small paper plane with speeds of up to 25 MPH and a range of more than 200 feet. The tiny indestructible carbon fiber detachable unit provides a double thrust-to-weight ratio, enabling high-speed stunts and tricks. A Dart-equipped paper airplane can perform loops, flips and barrel rolls with ease. The unit also includes landing gear for takeoff and landing capability.

The PowerUp Dart gives users a mind-blowing experience in aerobatic flying, all based on a paper airplane that they make themselves. The PowerUp Dart kit includes plane templates for users to fly, but the design possibilities are endless. Users can control their flight using intuitive gesture controls or the gamepad-style app interface.



The PowerUp Dart kit retails for \$49.99 USD and can be pre-ordered at <http://igg.me/at/powerupdart/x> with delivery by February 2018. The Dart comes in two different colors (red or blue).

The crowdfunding campaign for the PowerUp Dart easily surpassed its funding goal of \$25,000 in less than 24 hours, eventually surpassing \$1.8 million. The PowerUp Dart project follows the company's wildly successful campaigns for the PowerUp FPV Live-Streaming Paper Airplane and the PowerUp 3.0 Smartphone-Controlled Paper Airplane, which until the release of the Dart was the most-funded Kickstarter campaign for a flight project at \$1.2 million.

### PowerUp Dart Key Features

- Designed for aerobatic maneuvers, from loops to spins to barrel rolls
- Bluetooth smart control has a range of over 200 ft.
- Take-off and landing capability
- Quick Micro-USB charging in just 25 minutes
- Indestructible carbon fiber and nylon body with a full one-year warranty
- Easy and intuitive control; just tilt your phone to maneuver, throttle up to go aerobatic
- Endless wing design possibilities
- Small and light, so it doesn't need to be registered with the FAA

### PowerUp Dart Specs

- Rear propulsion direct drive for speed and pitch up
- Magnetic proportional rudder for roll and yaw
- Battery: 75mAh replaceable Lithium Polymer

- Weight: 0.4 oz
- Speed: up to 25 MPH
- Flight time: up to 10 minutes
- Open-Source SDK

To find out more about the Dart and PowerUp's other technologically-advanced paper airplanes, visit [www.poweruptoys.com](http://www.poweruptoys.com).

Visit PowerUp Toys at the New York Toy Fair, booth #5952 level 1, February 17-20, 2018 at New York City's Jacob K. Javits Convention Center

### **Media Resources**

High-res images: [goo.gl/nCo9g5](http://goo.gl/nCo9g5)

Video URL: [youtu.be/Di8vgiG7IwM](http://youtu.be/Di8vgiG7IwM)

### **About PowerUp Toys**

PowerUp Toys launched with a singular goal: to bring the timeless qualities of homemade paper planes into the next generation. PowerUp Toys pushes the envelope of paper airplane physics by implementing state-of-the-art mobile controls, advanced propulsion systems and modern tools to take imagination to new heights. The company is based in Tel Aviv with representatives and distribution centers around the world. For more info, visit [www.poweruptoys.com](http://www.poweruptoys.com).

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