

# Ashlar-Vellum Channel Partner Newsletter

## April 2007

### Product Status

#### Graphite v7

Two hot patches are in the works for Graphite v7 SP3. The first one will be out the first week in May. The second one will be out the end of May. The second patch



should be the last service pack or patch issued for Graphite v7.

#### Graphite v8

A new hot patch for Graphite v8 SP0 is in the works at the time of this writing and will probably be posted by the time you receive this newsletter. Build 808 can be easily installed using the **Help>Check Web for Updates** feature in the Graphite menu.



The 808 patch fixes several issues and removes the network checking from the trial codes. It does not, however, fix the OS X crashing problem, reported by 34 people out of 4000. Another patch for this should be available in mid May.

Between now and mid May when the second patch is available, customers can continue to work

by downloading build 808 and temporarily using the following 60-day trial code valid through June 21st, 2007:

#### Graphite v8 Trial Code

Serial Number:  
C6v8TRL-9876543  
Registration Code:  
d2deus-ezsfms-7w2ghg-0xz5xb

#### Cobalt, Xenon & Argon v7

A new hot patch for Cobalt, Xenon and Argon v7 sp2 should be available by the time you read this newsletter. Build 612 cleans up a number of issues and removes network checking from the trial codes.



Build 612 does not address the crashing problem on OS X, reported by seven people out of 2000. This will be covered in another patch. In the meantime, customers should download build 612 and temporarily use the following 60-day trial codes valid through June 21st, 2007.



#### Cobalt v7 Trial Code

Serial Number:  
COv7TRL-9764315  
Registration Code:  
8czs03-0aerby-83m9yd-8p47ts

#### Xenon v7 Trial Code

Serial Number:  
XEv7TRL-9865789  
Registration Code:  
w7stgz-wp1ha5-qz34tx-w2ggmg

#### Argon v7 Trial Code

Serial Number:  
ARv7TRL-9988776  
Registration Code:  
ad2yhw-dmp6ms-7w2ghg-d6zz2y

#### Cobalt, Xenon and Argon v8

Version 8 should begin internal beta testing for Windows only early in the last full week in April. Mac beta should begin in May.



## Old Software on New Operating Systems

Here are a few things your customers should know about legacy software:

### Vellum 2.7:

- Vellum 2.7 will NOT run under Microsoft Windows Vista. Version 2.7 is a 16-bit program and Vista demands 32-bit applications.
- Vellum 2.7 will NOT run on the new Intel Macs.
- Because Vellum 2.7 is over 10 years old, the upgrade discount from 2.7 to Graphite will be discontinued on June 30th, 2007.

Therefore, if your customers plan to upgrade their hardware running Vellum 2.7 anytime in the future, they should upgrade to Graphite v8 now for \$695 or they will pay the full retail price of \$1495 later.

### Vellum 3.0, 4.0, or 99, Vellum Solids 98, 99, 2000:

- These will NOT run on the new Intel Macs.
- To get an old hardware key running on a new computer under Microsoft Windows Vista usually requires Ashlar-Vellum specialists to log into a customer's computer and set up the drivers. We are

happy to help with this under our Quickstart Consulting program at \$150/hour. It usually requires a minimum of at least one hour, sometimes longer.

- New computers no longer have parallel ports for Windows machines nor ADB ports on Mac.
- Commercial products that convert parallel or ADB ports to USB do not work for software security keys.
- To purchase a new USB key with an old serial number and information is \$295.

The cost difference between the consulting fee and key replacement, and the upgrade price of \$695 is not significant enough for most people to go through the inconvenience of trying to get their old software running on new hardware.

### Graphite v6, Cobalt, Xenon & Argon v5:

- These will not run on Intel Macs because OS 9 is not supported on those machines.



## Michael Dyrda, New Product Manager

Michael Dyrda has recently been promoted to Product Manager. Over the past year Michael has shown real leadership in the development of our products and the initiative to not only include new features, but more importantly, to make them function in the Vellum way.



### Updated Student Price Lists

The prices for Graphite student licenses were inadvertently left off the price sheets sent out last month. Attached is an update STU price list that includes the Graphite codes and prices. We apologize for the inconvenience.

## Upgrade from Vellum 2.7 Discontinued

As of June 30th, 2007, upgrades from Vellum 2.7 and earlier will no longer be available. Since this software is over 10 years old it is no longer reasonable to offer upgrades to the current software at a discounted price. If you have customers who are still using

Vellum 2.7 please encourage them to upgrade to Graphite v8 now while they can still do it for US\$695 rather than US\$1495. Upgrades from Vellum 3.0 are scheduled to be discontinued at the end of 2007, with upgrades to Vellum 4.0 going away mid 2008.

## Rosetta

The 3D modeling products now run with reasonable performance under Rosetta on OS X 10.4.9 using the Intel Core Duo, Core 2 Duo and Xeon processors. Speeds are about one third what can be expected when the software

is implemented natively as a universal binary. On these 2GHz machines, however, one third as fast would be equal to the 867MHz processors of a few years ago and many excellent Cobalt files were easily run on these.

### Network Checking Disabled in Trial Codes

Because of an issue with the network checking security system seeing a reflection of itself on some Mac systems and reporting an instance error, network checking will be temporarily disabled in all trial codes.

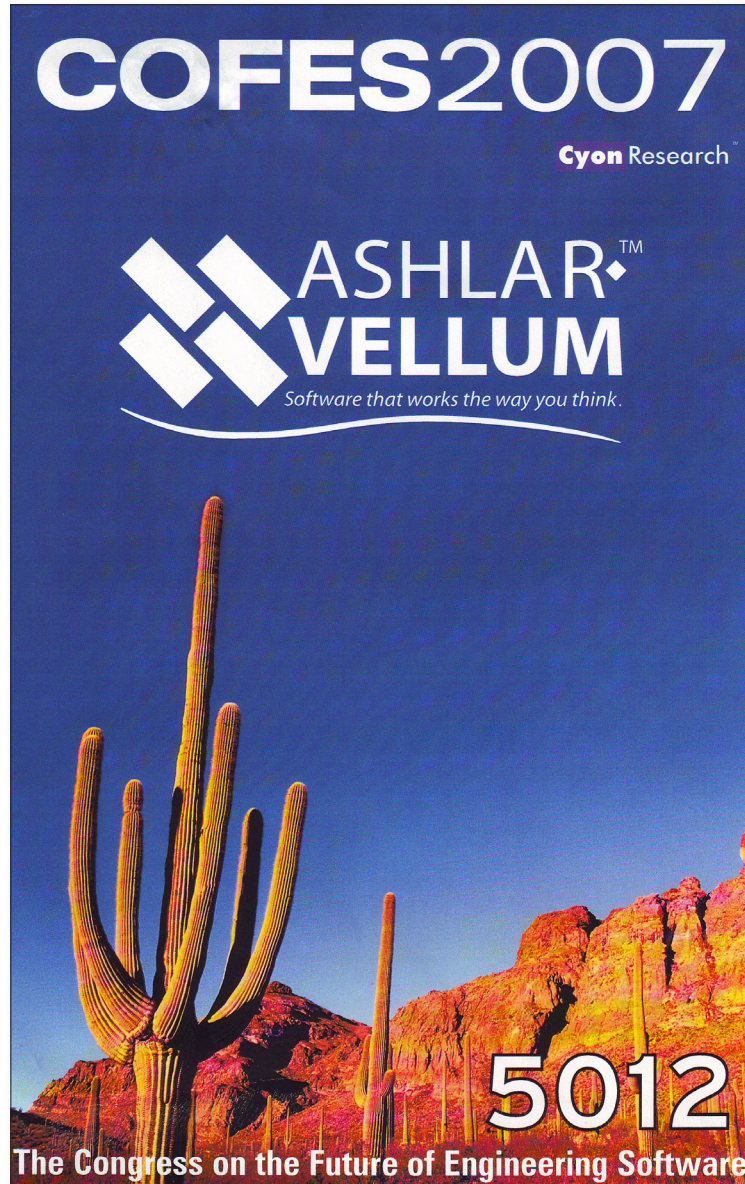


## Attending COFES

Once again this year Robert and Julie Bou took part in the Congress on the Future of Engineering Software in Scottsdale, Arizona. The conference, produced by Cyon Research, brings together the top executives from design, engineering, architectural, development and technology companies to discuss the business and technical issues facing both customers and developers of engineering software.

This year Ashlar-Vellum had a Technology Suite where we briefly discussed our future vision of the convergence of all types of precision digital data, including additional ideas, customer expectations, potential difficulties, and possible collaboration among industry members.

The vision statement on the following page was included in the listing for our Technology Suite in the program directory.



## The Ashlar-Vellum Vision

Ashlar-Vellum believes in the convergence of all forms of precision digital data, including wireframe, NURB surfaces, polygonal surfaces, B-rep solids, terrain models, photography and satellite imagery, to promote design innovation and engineering optimization by leveraging and repurposing this data in multiple ways.

Ashlar-Vellum develops 2D and 3D precision graphics software products for those who demand the freedom to concentrate on the creative process, not on the tools. Known for our uniquely intuitive interface, the hallmark of Ashlar-Vellum products is our creative simplicity and efficient power that anticipates a user's needs and quietly offers help without distraction or intrusion. Rather than merely documenting an already developed concept, Ashlar-Vellum provides the tools to think through an idea in three dimensions, placing parts, reshaping features, repurposing geometry and refining ideas. Our innovative interface makes it unnecessary to follow a linear thought process in order to develop, document, communicate and manufacture or construct an inspired idea.

Our customer-centric development approach focuses not merely on what features users say they want, but more importantly, on understanding what automation support is needed to enhance their workflow and promote their creativity.

All Ashlar-Vellum software supports the Mac and Windows platforms, with Linux in development. While Windows is the most prevalent platform in the world today, creative people embrace the Mac. Linux is seen as a low-cost and legal alternative in emerging markets, where the majority of new customers is to be found.

While previously serving industrial design, a superset of all other physical design disciplines, as our primary market, Ashlar now seeks to expand this vision fully to all other physical design markets including mechanical, architectural, structural, civil, analysis, tooling, rapid prototyping, manufacturing process planning, and construction process planning.

Contrary to industry analysts' expectations, 2D wireframe solutions continue to sell well, especially as an entry point for new users and markets.

Ashlar-Vellum is looking for additional distribution outlets and OEM partners who can use our innovative 2D solution as a complement to their own robust 3D modeling packages, increasing their profits and customer loyalty.

The next wave of 3D customers needs one software package, on multiple platforms, that is up to all of the design and documentation challenges they face. This is a tall order, but we know we can do it. The success we have achieved so far with our small development teams and solid technology base of respected 2D and 3D applications, is nothing short of stunning. To go to the next level we are actively seeking technology and financial partners who understand this vision and want to join in the collaboration of achieving it. Those who become our partners win by gaining access to new markets for their established distribution channels, and by increased penetration in existing customer accounts with add-on products.

Ashlar-Vellum sets the standards for usability and power in precision design software for inventors, designers, engineers, architects and other heroes who change our physical world with their vision and dreams.



## Tears for Virginia Tech

On Monday, April 16th, more than 30 students and faculty members at Virginia Tech university were killed when a gunman opened fire in a dormitory and later in a classroom building.

The industrial design department at Virginia Tech has been a longtime user of Ashlar-Vellum software. On Thursday, Julie sent

34 personal emails to students and professors with v6 or v7 licenses of our software, telling them, "Our thoughts and prayers are with you during this difficult time."

Surprisingly, many took the time to write back including Professor Rott of the School of Architecture & Design. He wrote:

Dear Julie

I really do appreciate all your thoughts. Sadly, two of our architecture students, both from India, trying to improve their English, were among the victims. I will relay your message to the school as a whole.

Our hearts go out to them in their time of loss.

