Ashlar-Vellum Channel Partner Newsletter
August 2006

New Web Banner Enhances the Bottom Line

The banner on the home page of www.ashlar.com has recently been updated. It links to a supporting page that talks about how Ashlar-Vellum software is designed to enhance a company's bottom line. For example:

- If you're more concerned about getting the job done than wielding the top selling brand of CAD or 3D design software, look carefully at the Ashlar-Vellum product line.
- If you're responsible for signing the checks each month and need every member of your team at top productivity, Ashlar-Vellum software is for you.

- If your reputation depends on customer satisfaction driven by successful design revisions, you'll love Ashlar-Vellum programs.
- If you need to think through a design in 3D and have all the tools available at all times to do your job, Ashlar-Vellum is the only software that lets you do just that.

For 30% of the people we're 10 times more efficient than any other software, 100% of the time. Don't believe us? Try the others then download a demo and experience if for yourself.

CAD & 3D Modeling Software

Designed for the Bottom Line

If you're concerned about the final product or your company's profitability, click here to learn more about Ashlar-Vellum software for design.

Cobalt™, Xenon™ & Argon™ v7 sp2 near Beta

The latest service pack for Cobalt, Xenon and Argon is going to beta testing shortly and will be available to customers probably mid to late September. Service Pack 2 has three major highlights:

- Network checking as part of our new security measures.
- Administrator privileges no longer required to run due to file placement.
- Major fixes to the entire Model to Sheet sections.

ASHLAR™ VELLUM
Software that works the way you think.

Unbridled software promiscuity is at an end with the release of both new service packs.

Graphite™ v7 sp3 near Beta

The service pack for Graphite v7 is also near beta testing and will be released about the same time as the one for the 3D modeling code noted above. Included in Graphite's service pack are:

- Support for AutoCAD 2004, 2006 DXF/DWG.
- Mouse scroll wheel support for zooming.
- Administrator privileges no longer required to run due to file placement.

Announcing Cobalt, Xenon & Argon v8

The development team is working on the 3D modeling products and anticipates a new product for release to customers in the first quarter of 2007.

The following features are slated for inclusion, however, this list is still subject to change:

Feature	Co	Xe	Ar
Conditional equations.	Co		
Feature arrays.	Co		
Real-time section profiles and cutaway views in edit window.	Co		
Enhanced rib tool.	Co		
Photo-rendered model-to-sheet views.	Co	Xe	
Non-photorealistic sketch rendering for stills and animations.	Co	Xe	
Real-time environment maps in edit window.	Co	Xe	
Graphite v8.	Co	Xe	
Real-time zebra, normal, curvature & draft check in edit window.	Co	Xe	Ar
Real-time display in 3D of imported scanned hand sketches.	Co	Xe	Ar
Direct support for imprinting profile sketches onto surfaces and solids to create surface sub-divisions.	Co	Xe	Ar
Accelerated Phong and Gouraud shading options for fly-by and walk-through animations.	Co	Xe	Ar
Accelerated Phong and Gouraud shading options for render to file.	Co	Xe	Ar

Feature	Co	Xe	Ar
Photo-realistic environment maps for stills and animations.	Co	Xe	Ar
Photo-realistic sunlight (from location and date/time) for stills and animations.	Co	Xe	Ar
Photo-realistic florescent lights and area lights for stills and animations.	Co	Xe	Ar
Enhanced arrow and move tools that directly move faces and edges in solids without using the specialized local face tools.	Co	Xe	Ar
Photo-realistic material changes displayed in real time in the edit window.	Co	Xe	Ar
Spacemouse-device support (Mac).	Co	Xe	Ar
Multiprocessor photo-realistic rendering & animation on OS X.	Co	Xe	Ar
Direct, multi-sheet .pdf creation with optionally embedded .dxf and .co/.xe/.ar files.	Co	Xe	Ar
Updated interface with dockable tools and palettes.	Co	Xe	Ar
New installer.	Co	Xe	Ar
Universal binary support of the Intel Mac.	Co	Xe	Ar

New Cobalt, Xenon and Argon v8 Pricing

With the release of v8, the retail price of Cobalt will increase to US$4,995. Xenon will be US$3,995 and Argon $1,295. There's a great value for customers who buy v7 now and preorder the upgrade to v8. We're beginning the presale of upgrades to Cobalt, Xenon and Argon v8 now. Just as we did with Graphite v8, pricing will increase incrementally over the next several months until we reach the full upgrade prices.

On the left are the e-only upgrade prices.

Cobalt	Aug 31, 2006	Sept 30, 2006	Oct 31, 2006	Nov 30, 2006	Dec 31, 2006	Jan 31, 2006
v7 to v8	$675	$775	$875	$975	$1,075	$1,275
v6, v5 to v7 to v8	$1,045	$1,195	$1,345	$1,495	$1,645	$1,845
Solids, 3D+ to v7 to v8	$1,395	$1,495	$1,595	$1,795	$1,995	$2,095
Graphite, 3D, 2D, Draft	$2,995	$2,995	$2,995	$2,995	$2,995	$3,495

Xenon	Aug 31, 2006	Sept 30, 2006	Oct 31, 2006	Nov 30, 2006	Dec 31, 2006	Jan 31, 2006
v7 to v8	$475	$575	$675	$775	$875	$975
v6, v5 to v7 to v8	$845	$945	$1,045	$1,145	$1,245	$1,345
Solids, 3D+ to v7 to v8	$895	$1,045	$1,195	$1,345	$1,495	$1,595
Graphite, 3D, 2D, Draft	$1,995	$1,995	$1,995	$1,995	$1,995	$2,495

Argon	Aug 31, 2006	Sept 30, 2006	Oct 31, 2006	Nov 30, 2006	Dec 31, 2006	Jan 31, 2006
v7 to v8	$175	$225	$275	$325	$375	$475
v6 & Prior to v7 to v8	$345	$395	$445	$495	$545	$645
Solids, Xe, Co to v7 to v8	$395	$395	$395	$395	$395	$395

New license pricing for v8	Aug 31, 2006	Sept 30, 2006	Oct 31, 2006	Nov 30, 2006	Dec 31, 2006	Jan 31, 2006
Cobalt	$4495	$4595	$4695	$4795	$4795	$4895
Xenon	$3295	$3395	$3495	$3595	$3695	$3895
Argon	$995	$1095	$1095	$1095	$1095	$1195
Graphite	$1298	$1360	$1425	$1425	$1425	$1425

All prices in US$.

Argon in Surface Fabrication

Argon will be featured in the spotlight section of September's *Surface Fabrication* magazine. To check it out, go to http://www.surfacefabrication.com/.

SURFACE|Fabrication

New Price Lists

New price sheets are in development but because prices are changing on a monthly basis, it does not make sense to send printed pages, only to have them change 30 days later. Instead, you will be receiving a Microsoft Excel spreadsheet with all of the pricing for the 90 to 120 days. New price sheets will be printed and sent when prices stabilize.

Graphite v8

Graphite v8 is making progress and is still on schedule to release to users sometime in the fourth quarter of this year. The following are some of the features found in Graphite v8:

- An updated user interface.
- Gradient background color.
- Resizable dialog boxes.
- Fly-out tool palettes.
- Dockable tool palettes.
- Mid-point line tool.
- Universal Binary support for the Intel Mac.
- Support for file names over 32 characters long.
- AutoCAD 2007 DWG/DFX support.
- Direct, multi-sheet PDF creation with optional embedded DXF and VC6.
- New installer.

A preview of some of the Graphite v8 features can be found at www.ashlar.com/get8.

Remember, the price of Graphite is going up to US$1495 for full materials with the release of v8. Upgrades will run $495 to $649 depending on the version the customer currently owns. We're offering special pricing in August and September. In October we'll be at full price, but including the *Graphite Tips & Tricks* book as an incentive to order prior to release.

All legacy customers who preorder v8 will get v7 in the interim. All users on v7 will get the Service Pack 3 update free.

Graphite v8	Aug 31, 2006	Sept 30, 2006	Oct 1 Until Release
Graphite v7 Users to v8	$373	$435	$495 including a *Graphite Tips &Tricks* book
Graphite v6 or prior Users to v7 and v8	$523	$610	$695 including a *Graphite Tips &Tricks* book

Customer Orders

Emails to customers in North America promoting the v8 upgrade now contain PDFs with fax back order forms. These order forms have the Channel Partner of record noted in large type with their fax number.

Customers may also continue to place their orders through the website. If, and ONLY IF, you have signed up as an affiliate through our web store, will you receive credit for the orders placed there from our marketing emails. We encourage your to SIGN UP NOW as an affiliate. Contact jimmy.mills@ashlar. com for complete structions on how to do this.

Ashlar-Vellum Order
12710 Research Blvd Ste 308 Austin, TX 78759
Phone: 800-877-2745 Fax: 512-250-5811
Ref: 0581754D-178560C

Fax to your local VAR, Murtaugh CAD/CAM, at 510 581 9004
or the Ashlar-Vellum Sales Department at 512-250-5811.

Shipping & Billing Address

seven02 design, LLC
Mr. Rick Lewis
953 Embarcadero Road
Palo Alto, CA 94303
Phone: (650) 494-0702
Fax:
rick@seven02design.com

Above address is correct for the following:
☐ Invoicing   ☐ Shipping
☐ Credit Card   ☐ Mailing

Address Correction/Addition
☐ Invoicing ☐ Shipping ☐ Credit Card ☐ Mailing
Company
Name
Address

Phone
email

☐ Visa ☐ Master Card ☐ American Express
Credit Card Number
Exp Date   Security ID

Upgrade Xenon v6 to Xenon v8
XEv6COM-1014976 $845.00

License Subtotal
Yes. I would like to add the $10 CD kit to this upgrade ____ CD kits x $10 =
Total Price US$
Sales tax added where required.

Special Instructions
Approved By:
Approval Date:

This offer expires August 31, 2006. All prices are in United States Dollars. This offer good in North America only. Limit one iPod Shuffle per customer. Prices may change without notice. Void where prohibited.

Graphite v8 Multi-sheet PDF with Embedded DXF and VC6

It's the same old dilemma: CAD files do not archive or email well and PDF files don't allow for further CAD editing or machining.

With the upcoming Ashlar-Vellum Graphite v8 you can create multi-sheet PDFs directly from within Graphite and embed DXF and VC6 files directly in the file.
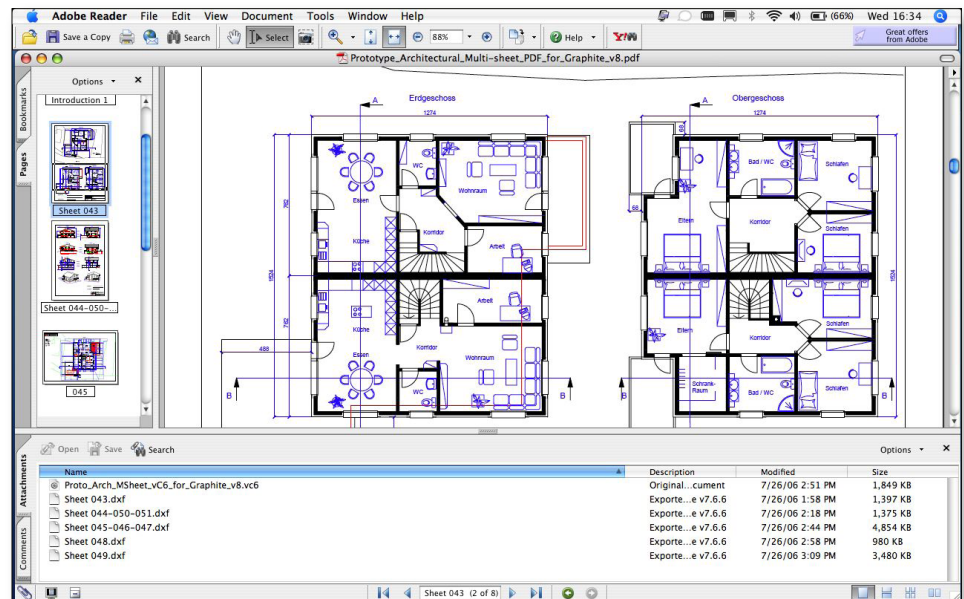
CAD files make lousy archive files because there's no way to embed system-specific features such as line styles, text fonts and hatch patterns. They are also difficult to email as some email systems change them to a text file. You can never be sure what you're drawing will look like from one computer to another.

PDFs email easily. They accurately reproduce fonts, line styles and patterns, but allow no access to manipulate the source data for editing, printing or manufacturing.

In Graphite v8 you'll be able to create multi-sheet PDFs drawn from multiple models in the same file. Optionally embed a Graphite file or even a DXF export file directly in the file. Now everything for an entire project can be emailed safely, displayed accurately and archived conveniently.

Use Adobe Acrobat to further enhance your file, inserting and replacing pages, commenting and marking changes or tracking revisions.

To see a sample of a multi-sheet PDF with embedded Graphite and DXF files go to: http://www.ashlar. com/get8/more.html.
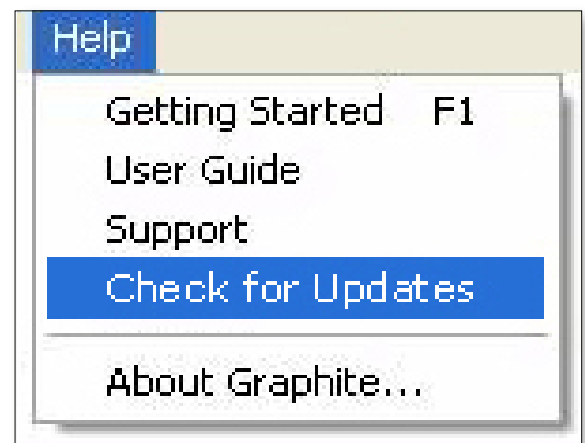

New Graphite v8 Installer

Graphite v8 features a new installation program that lets you quickly check to see if a new update is available from the website, then download and install just the update not the entire program. This allows you to:
  • Keep your designated Preferences.
  • Keep your registration code in place.

  • Quickly install patches.
  • Download smaller files.

ASHLAR·VELLUM™
Software that works the way you think.

Channel Partner Resource Library Online

The Ashlar-Vellum Channel Partner Resource Library is going online. All registered Channel Partners will soon receive an email with your user name and password.

Tatyana Zavyalova has done an excellent job organizing and programming it for your convenience. If you can't find something that you think should be there, let us know.

Let us take this opportunity to walk you through some of the Library's best resources.

To access the Channel Partner Resource Library from the www. ashlar.com home page, you will use **Community>ACP Resource Library**. You may also access it directly by typing http://acp. ashlar.com.
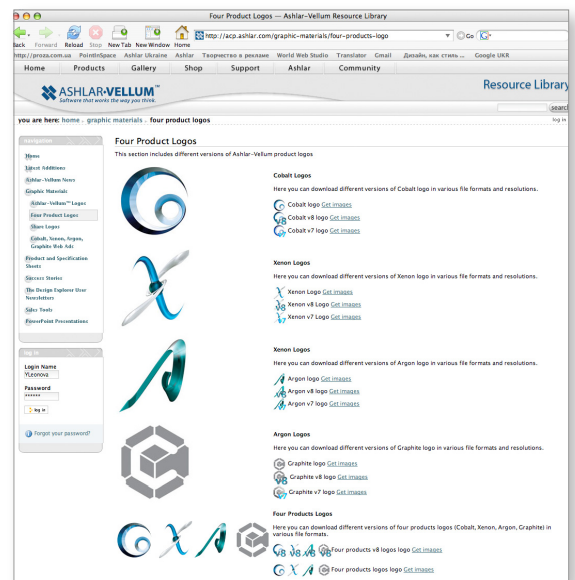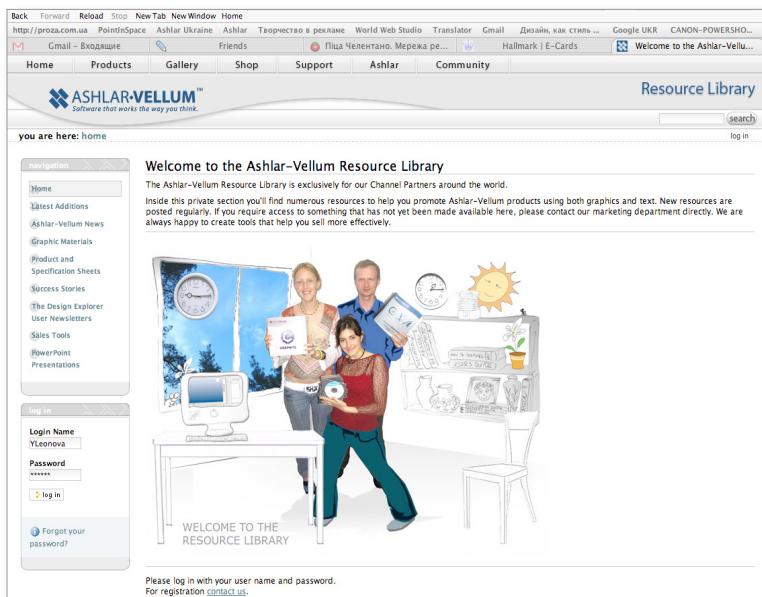
The Library is secured with a password. Enter your log in name and the password that you are emailed. If you forget your password, click the button and one will be sent to you immediately via return email. If you'd like to change your password to something you'll remember more easily, click Preferences in the top right corner and go to the My Preferences page where you'll find Change Password.

Throughout the Library are fun graphics composed of different members of our staff, both in Austin and Kiev. These will change regularly so it's worth visiting often to check them out for a bit of lightheartedness.

Latest Additions has all the newest things. Since we're just now launching the library, almost everything is new. This won't always be the case in the future so this is an easy place to check when you regularly return to the site.

You'll find all sorts of great things throughout the Library. For example, under Graphic Materials, go to Four Product Logos and you'll find the Cobalt, Xenon, Argon and Graphite logos, plus the v7 and v8 versions, all in various sizes and file formats.
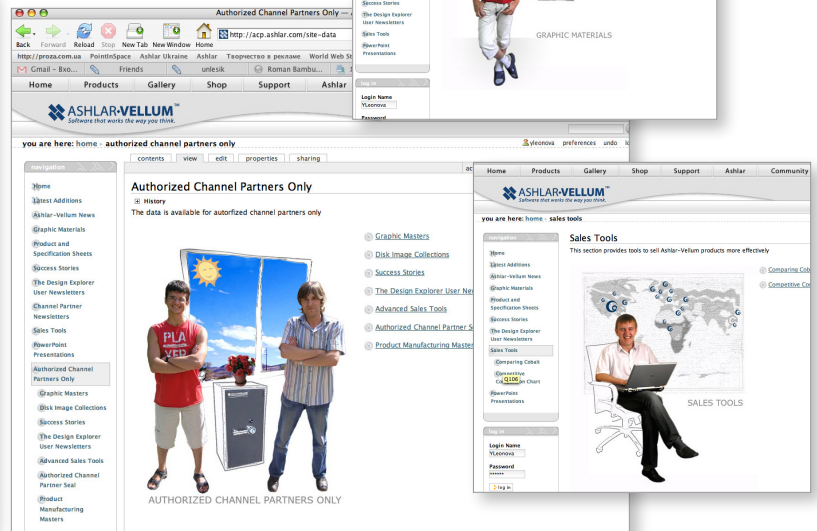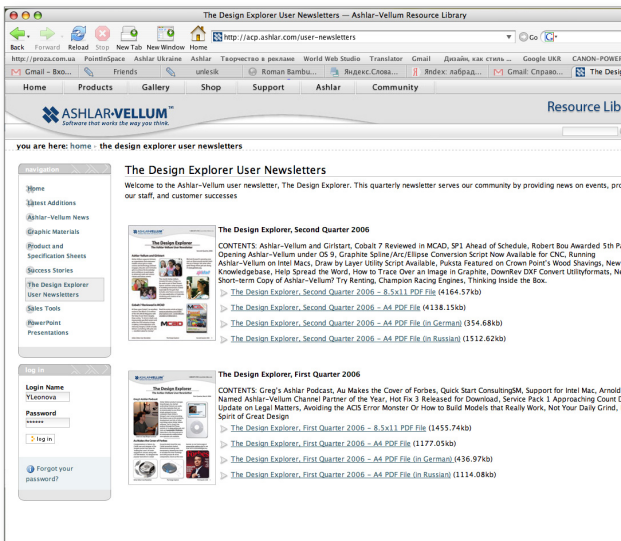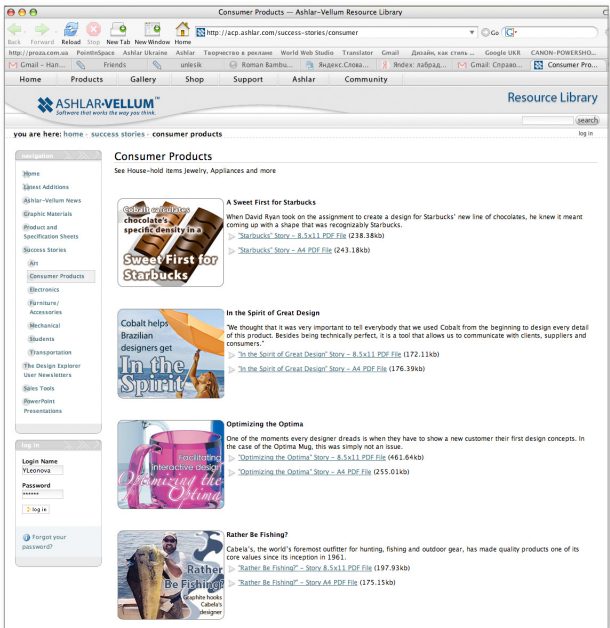
Continued...

Check out the Success Stories and you'll find the stories listed by industry. Click on an industry and you'll find both 8.5x11 inch and A4 formats in PDFs and the INDD source file, ready for translation or incorporation into your local marketing efforts.

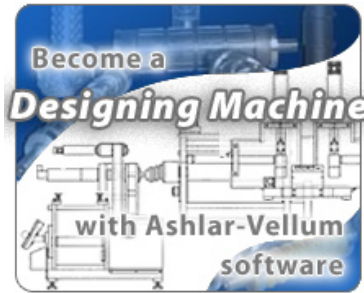The same sets of files are available for the *Design Explorer* Newsletters.

If you need to find a past edition of our Channel Partner Newsletter, they're all listed in the library in PDF. There is also the Power to Dream PowerPoint presentation. More PowerPoints will be added in the future. There are also sales tools to make your job easier.

For those who are manufacturing partners, there is a section for disk images and product files. Explore the site. If there are other Ashlars-Vellum resources that you'd like access to, please let us know. We'll continue to add things and arrange them for easy access. We want to equip you with whatever you need to increase sales in the months to come.

Become a
Designing Machine
with Ashlar-Vellum
software

New Success Story

Wallace Beaudry is a virtual designing machine. He holds 40 patents and runs three companies, designing and manufacturing not only scores of products but also the machines and tooling to make them. Read his success story on line at www.ashlar.com **Gallery>Success Stories>A Designing Machine** or download a PDF in either US letter or European A4 paper formats.

Extended Codes

We are now sending 90-day extended codes to our Channel Partners on a monthly basis. This allows you to get the email with the codes more often and update your registration codes at your convenience during that 90 day period. Extended codes are sent to all Channel Partners that are also scheduled to receive weekly customer demo codes. If you have not received either your weekly or extended codes, please do the following:

1. Check your junk mail folder and be sure that they were not automatically deleted by an overly helpful email system.
2. Send an email to customer. service@ashlar.com FROM the email address to which you want your codes sent.

Voyage to Kiev

Robert Bou headed to Kiev this month to work with our team there. He was careful not to take any hand luggage, especially since he was flying through London. Even so, they made him throw his cell phone in the trash, miss his connecting flight, then they lost his checked baggage. He was in Kiev without his laptop or clean underwear for days.

Rob was joined in Kiev by Channel Partner Walter Arnold. The goals of the trip were to:
- Help our development and QA staff gain a clearer picture of the "Vellum magic" and what differentiates us from other design and drawing software.

- Communicate the value of the Vellum magic, both from a user's point of view and corporately from a financial point of view.
- Conduct a pre-beta jam session with the developers and QA team fixing a number of bugs in the next service packs.

- Communicate a clear understanding of the enhancement lists coming in v8 for both Graphite and for Cobalt, Xenon and Argon.
- Help our Kiev team understand the mindset of the customer.