

Ashlar-Vellum Channel Partner Newsletter

December 2007

Release of v8 Eminent

We are pleased to announce that the long-awaited releases of Cobalt™, Xenon™ and Argon™ v8 are close at hand. The technical and QA team are going through the final jam session during this last week of December with Robert participating while on “vacation” in California.

Because western Christianity celebrates Christmas on December 25th and eastern-orthodox Christianity celebrates

it on January 7th, “Christmas Vacation” at Ashlar-Vellum spans a three-week period. This actually

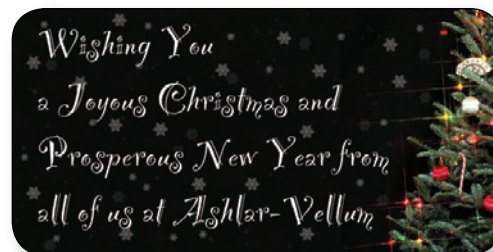
allows us to cover for each other throughout the season since we have staggered vacation days.

By the third week in January we expect:	
Platform	Status
Windows	Release
Power PC Mac	Feature Complete and POSSIBLE Release
Intel Mac	Feature Complete except for Photo-realistic Render



Holiday Hours

The Ashlar-Vellum administrative offices in the U.S. will be closed December 21st through January 1st. During this time, **orders** placed through our website will be processed by our European office and registration codes sent to you via email. Shipping of physical materials will resume on January 2nd.



Requests for **demo codes** will also be monitored and fulfilled. Please send an email with complete contact information,

including customer address and phone number to codes@ashlar.com.

Technical support will be handled as usual through our website. To start a support ticket go to our [Support Center](#) or send an email to support@ashlar.com.

We wish you a blessed holiday season.

Successful Sale

The Ashlar-Vellum winter sale has a great success thanks to all of you. While we always worry about draining the sales pipe-line for the month ahead, we feel confident that the vast majority of the sales this time were upgrades or new



licenses that we would either never have gotten or would have waited another 3 to 6 months to close. Congratulations to all of you who have worked hard to close deals and make our customers happy.

Ashlar Incorporated to Turn 20

Next month Ashlar-Vellum celebrates 20 years of creating precision design software for inventors, designers, engineers, architects and other heroes who change our physical world with their vision and dreams.

In January 1988 Ashlar Incorporated was founded by Dr. Martin Newell in Sunnyvale, California. In the early 1980's this influential thinker worked at Xerox PARC doing

groundbreaking research on human-computer interaction that led to the graphical user interface and the mouse. Newell's vision extended to computer graphics, pioneering the revolutionary technology used for Ashlar-Vellum's unique Drafting Assistant. Since the release of Vellum®, other CAD developers have tried to capture the Vellum magic, but never succeeded.

Today, Ashlar-Vellum continues to develop 2D and 3D software products for designers who demand the freedom to concentrate on the creative process, not on the tools. We continue to set the standards for usability and precision for both Mac and Windows platforms.

Celebrating 20 Years of
CreativeIntuition™
Powered by **Vellum™**

Holiday Banner

Be sure to check out the new animated holiday banner on our website at www.ashlar.com. You can almost feel the snow fall.



Reminder: Vellum 3.0 to be *Obsolete* January 1st, 2008

Just a reminder, the upgrade from Vellum 2D/3D v3.0 will be moved to *Obsolete* status as of January 1st, 2008. After that date use the

prices in the chart shown here. Standard margins apply. All prices are in US dollars.

	Physical Materials		E-only	
	Prod Code	Retail Price	Prod Code	Retail Price
Until the End of 2007				
Graphite v8 Upgrade from Competitive/Obsolete Drafting	8597	\$1200.00	8604	\$1102.00
Xenon v8 Upgrade from Competitive/Obsolete Drafting	8596	\$3700.00	8603	\$3602.00
Cobalt v8 Upgrade from Competitive/Obsolete Drafting	8595	\$4700.00	8602	\$4602.00

Another Ferrari Success Story

Did you see the newest Ashlar-Vellum success story about reverse engineering the cam and pawl differential for a 1957 Ferrari Testa Rosa by Dale Speakes? If it's not on our website now, it will be shortly. Be sure to check it out.

Q4 User Newsletter Published

The Fourth Quarter 2007 edition of the *Design Explorer* was sent to customers and prospects earlier this month, except in specially designated regions. Some of the new photo-realistic rendering features in Cobalt, Xenon and Argon v8 were featured. Also featured were both new Ferrari stories about the Art. Engine speaker system and the reverse-engineered differential.