

Ashlar-Vellum Channel Partner Newsletter February 2011

Website Optimization

Webmaster, Andrey Simakov and Vice President of Communications, Julie Bou have teamed up to optimize www.ashlar.com for search engines such as Google. Originally built before search engines

ruled the world, the Ashlar site is extremely user friendly, especially to our graphically-oriented customer base, but is almost invisible to search engine robots. We not only want to drive more traffic to our site, but more



importantly, the right traffic, brining in potential customers looking for CAD and 3D Modeling software on Mac and Windows.

While the appearance of the site will only change subtly, the headings, page titles and some of the text will be optimized to rank us higher in the search engine pages.



Andrey is also implementing QR code which gives visitors to the site a way to transfer a page quickly to their mobile devices for easy reference.

Proven Success Email Campaign

We are resuming our Proven Success email campaign with 31 new emails delivered weekly to prospects and customers in our database.



Our initial campaign was more mechanical designbased and sent to users in our database designated as Aerospace and Aviation; Industrial, Mechanical and Manufacturing Engineering; and National Laboratories and Research Centers, since those seemed to be the industries that were spending, especially during the times of economic stimulus by the Federal government. This time we will be targeting a broader base that includes all the success stories from across the industries we serve.



Advanced Training

Hank Folson, president of Henry James Bicycles joined Robert Bou this month for a day of advanced 3D modeling training at our facilities in Austin, Texas. Mr. Falson uses Cobalt to design custom components for high-end bicycle frames and framebuilding jigs. He was in Austin for the North American Handmade Bicycle Show at the convention center.

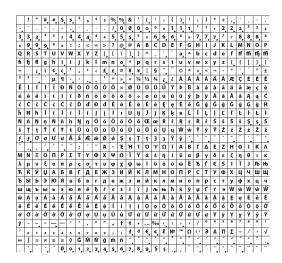




Hank Folson (striped shirt) and Robert Bou discuss advanced surface modeling for Hank's next generation of custom bicycle components.

Unicode to be Implemented in Graphite

ASCII and ISO 8859 computer text traditionally can only handle 256 characters from any one language at a time. This makes it difficult to use multiple languages in a document or to support ideogram languages such as Chinese. By implementing Unicode, a program can support over 100,000 characters from multiple language sets. Unicode support will be part of Graphite v9 when released.



Set Arcs Script for Graphite

Some CAM software continues to use an outdated version of Autodesk's DXF/DWG for file exchange. These CAM programs improperly import clockwise arcs and circles by mirroring them across the X or Y axis. A new script has been developed for Graphite v8 users which forces all selected arcs and circles to be either clockwise or counterclockwise. You'll find the script listed among the latest download files at http://support.ashlar.com.