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

Ashlar-Vellum Channel Partner Newsletter
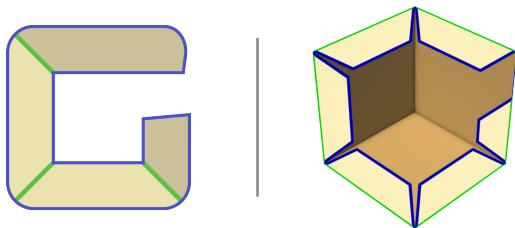# February 2015

Kinetics™ User Guide

The first edition of the *Kinetics User Guide* has been edited and is now in the process of being indexed and cross referenced.

The document will be available soon on the Ashlar-Vellum website under **Support > User Documentation**. Kinetics' list price is US $395/year but is available for the next couple of months at a special introductory price of US $245/1 year or US $395/2 years.

Dieline Genius™ for AI User Manual

Our writing and technical teams have created a brief but effective user guide for the Dieline Genius plug-in for Adobe Illustrator. Now in technical review, the manual will be posted live to the AlphaCorr website in the near future. Dieline Genius for AI lets graphic artists quickly customize corrugated and folding carton material structures from our library of over 500 professional designs. It offers 3D visualization of flat-print packaging and display designs, exported to 3D PDF or JPG. Working from within Adobe Illustrator CS6, CC and CC2014, it rents for US $1,495/year or US $195/month.

Bou to Kiev to Conduct Cobalt™ Training

Ashlar-Vellum president, Robert Bou, was in Kiev, Ukraine earlier this month to conduct two 3D modeling training sessions for our team there. With a number of new people on our programming staff it was useful for them to get to know our software through the basic training, with advanced training to follow in the near future. All this is in preparation for a new 3D modeling push for Cobalt, Xenon™ and Argon™ v9. It is important that our developers understand the nuances of *Vellumness* and have an overall picture of how the software operates so that new features can be integrated seamlessly into the products.

Above: Bou helps developer Marharyta Skorokhod understand the nuances of the Bend tool.
Below: Developers Fedor Lyamchik and Marharyta Skorokhod (left), with Support team members Alex Kukarin and Galina Ovsyanko discuss the implications of using degenerative surfaces with Robert Bou (standing).
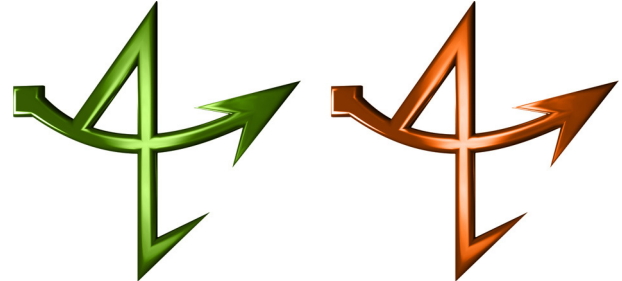
www.dieline-genius.com

Our web and writing teams have continued work this month on optimizing the Dieline Genius 2D Online site for search engine recognition. Pages containing descriptive text and graphics have been added, as well as headings and subheadings refined, all utilizing our semantic core. If you don't know about SEO, ALTs or semantic cores, consider yourself blessed to have chosen another profession.

Eugene Supports AlphaCorr™

Eugene Podluzhniy is now part of AlphaCorr's technical support team. He comes with a programming background which makes him particularly valuable to support. Previously, Eugene worked as a CAD engineer supporting the automotive industry. A native of Kiev, he is an avid cross-country bicyclist.

Changes to Alchemy™

TransMagic, the power behind our Alchemy:Adept and Alchemy:Essential file translation products has changed to a subscription licensing model rather than a permanent license sales model.

While we would be happy to also move to a subscription basis, we don't have the sales volume to be a profitable partner for TransMagic at this time. We are looking at ways to continue to offer extended file translation capabilities to our customers. More information will be coming in the months ahead.

Our Graphite development is starting to turn it's attention to v10. The development, tech support and management teams are reviewing the lists of enhancements, features and fixes, and setting priorities in light of customer needs and the impact on sales. In the near term, development continues on things for our worldwide technology partners, with all applicable functions being added to the Graphite engine.