Ashlar-Vellum Channel Partner Newsletter January 2007

Ashlar-Vellum Users Win Good Design 2006 Awards

Two Ashlar-Vellum users have been recognized with Good Design 2006 awards from The Chicago Athenaeum.
Nelson Au won in the category of electronics for the Seagate Pocket Harddrive.

Graeme MacDonald of Cube Design won in the category of household products for the Breville Espresso Machine.

The Chicago Athenaeum is an international museum of architecture and design dedicated to the disciplines of architecture, industrial design, product design, graphics and urban planning. Its mission is to educate the public about the value of good design and how it positively impacts the human environment.

Nelson Au's Pocket Harddrive for Seagate.

Cube Design's Espresso System for Breville.

Service Pack & Hot Patch Updates

The Graphite SP3 update went to QA today and is expected to be released to the public before the end of the month.

The first hot patch for Cobalt, Xenon and Argon v7 SP2 r1 was released on January 17th and can be downloaded from the website. Simply go to **Help>Check Web for Updates** to download the hot patch, keeping your existing v7 registration code, serial number and preference settings in place.

The hot patch corrects the following issues:

- DWG/DXF import issues on the Mac
- Metric dimensions
- Dialog box issues when opening a file
- Surface edge selection
- Display of surface primitives in wireframe
- Special characters for foreign languages
- Crashes during print layouts
- Pen style settings
- Crashes during translation
- Edit Object box corrections

V8 Update

While part of our development team is completing the v7 service packs, other members are working on v8, so a delay in the schedule for the service packs does not necessarily correlate in a delay for the major release.

Graphite v8

At this point Graphite v8 is progressing well and is scheduled to transfer from the development department to QA to begin beta testing the second week in February. While a four-week beta may be optimistic, we have more processes and procedures in place than ever before. We'll keep you posted.

To keep to that schedule Ashlar-Vellum has carefully considered the following factors:

- Universal binary has no impact on our Windows user base.
- Running Graphite v8 on an Intel Mac under the built-in Rosetta emulator has little or no performance impact for 99% of our Mac users.
- The other features of Graphite v8 are of greater value to those awaiting this release than Universal Binary.

Therefore, because Universal Binary has minimal impact on the vast majority of our Graphite users, it has been decided that:

- Graphite v8 sp0 will be released without native support for Universal Binary.
- We will continue to work toward native support of Universal Binary as part of the free service pack 1 update of Graphite v8.

We take our customer needs very seriously and wish to support the greatest number of users with the best possible software. We firmly believe that it is more important to make the productivity enhancing features of Graphite v8 available to users in a timely manner, than it is to make them wait for a technology function that will have little impact on their overall effectiveness as a designer.

This decision does not apply to Ashlar-Vellum's 3D modeling products which are still slated to have Universal Binary support as part of the initial release of v8 sp0.

Cobalt Xenon and Argon v8

Cobalt, Xenon and Argon v8 are undergoing some excellent changes to the interface and a host of new features. They are still on schedule to be released from the development department to our QA team for beta testing at the end of February. Again, a four-week beta may be optimistic, but what our team has learned doing the service pack releases has been huge so we're keeping our fingers crossed. All Ashlar-Vellum 3D modeling products are expected to have Universal Binary support as part of the initial release.

Pricing

Our pricing has stabilized. Below are the prices for new units of v7, v8 and the most popular upgrades. When v8 releases, v7 will go away. Customers may choose to upgrade to v7 only between now and then. Those prices are on the price lists in the Sales Handbook. New price lists should be available with all variations by the end of February.

v7 New Units

	Item	Full Materials	Item	E-only
Cobalt v7	6020	$3995.00	6024	$3897.31
Xenon v7	6036	$2995.00	6040	$2987.31
Argon v7	6052	$995.00	6056	$897.31
Graphite v7	5586	$995.00	5597	$897.31

v7 with v8 Upgrade (same as v8 alone upon release)

	Item	Full Materials	Item	E-only
Cobalt v7 w/ v8	7426	$4,995.00	7439	$4,895.00
Xenon v7 w/ v8	7427	$3,995.00	7440	$3,895.00
Argon v7 w/ v8	7428	$1,295.00	7441	$1,195.00
Graphite v7 w/ v8	7420	$1,495.00	7433	$1,395.00

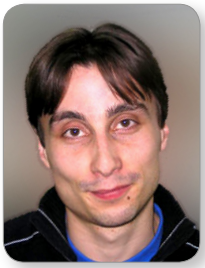
Upgrades to v8

	Item	Full Materials	Item	E-only
Upgrade to Cobalt v8 from:				
Cobalt v7	7894	$1,295.00	7905	$1,275.00
Cobalt v5, v6	7895	$1,895.00	7906	$1,845.00
Solids or Vellum 3D 3+	7896	$2,195.00	7907	$2,095.00
Graphite v6, v7, Vellum 3D/2D/Draft	7897	$3,595.00	7908	$3,495.00
Upgrade to Xenon v8 from:				
Xenon v7	7898	$995.00	7909	$975.00
Xenon v5, v6	7899	$1,395.00	7910	$1,345.00
Solids or Vellum 3D 3+	7900	$1,695.00	7911	$1,595.00
Graphite v6, v7, Vellum 3D/2D/Draft	7901	$2,595.00	7912	$2,495.00
Upgrade to Argon v8 from:				
Argon v7	7902	$495.00	7913	$475.00
Argon v5, v6	7903	$695.00	7914	$645.00
Solids or Vellum 3D 3+	7317	$495.00	7331	$395.00
Upgrade to Graphite v8 from:				
Graphite v7	7348	$515.00	7362	$495.00
Graphite v6, v7 Vellum 3D/2D/Draft	7347	$745.00	7361	$695.00

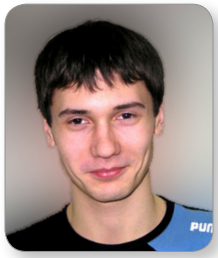
New Faces at Ashlar-Vellum Ukraine

Our development team in Kiev has grown rapidly over the past few months. Together they have accomplished more in six months than we'd accomplished in the previous four years. Our staff in Kiev is now almost 30 people.

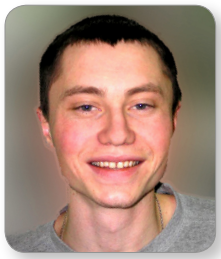
Vova Stepanov was born into a family of engineers but wanted to be an artist and musician in his early years. In high school he started programming and entered a regional Olympiad where he won first place, solidifying his passion for programming. He will soon finish his advanced degree in applied mathematics. Vova is a table-tennis whiz, does rock climbing, distance swimming, soccer and skating.



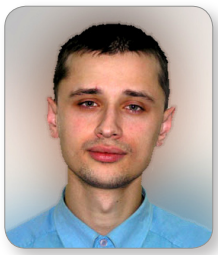
Maxim Simonov is an avid sports fan, enthusiastically supporting Kiev-Dynamo, the city's professional soccer team, as well as playing the game himself. He's also interested in films and music. He graduated from university in Kiev.



Dmitriy Yudin. Prior to coming to Ashlar-Vellum, Dmitriy was a developer for Soft-Tech Vision. He is active in sports, especially running, basketball, volleyball and skating, plays chess and video games, and is a movie buff. Other interests include technology, space and foreign languages. He grew up in Zvenigorodka, south of Kiev.



Oleg Chornenko grew up and went to school in Tarasivka, in the eastern part of Ukraine. Before joining Ashlar-Vellum Oleg programmed arcade games for an automat. He is an avid sports fan and likes to go to the movies in his free time.



Andrew Patlan prefers quiet times with his family. Before joining Ashlar-Vellum Ukraine he had extensive experience as a programmer on databases, device and chip programming and system administration. He grew up and went to university in Kiev. Andrew holds an advanced engineering degree in electro mechanics. He enjoys designing new devices for his home and car.

Vladislav Antonenko grew up in the Ukrainian town of Shostka, a picturesque place previously used for Soviet film production. He studied Cybernetics at the Kiev Taras Shevchenko University. Prior to embarking on a career as a software developer, Vladislav worked briefly as a web journalist. He's a Russian billiards wiz and loves live music.

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Anna Bevz grew up in Shostka, Ukraine about 180 km northeast of Kiev. She graduated from National Taras Shevchenko University in Kiev and came to work for Ashlar-Vellum. Anna likes music and reading. She swims, plays chess and enjoys her friends.

Taras Tovchenko, while born in Kiev, grew up in the nearby village of Lichanka. He attends the National Taras Shevchenko University in Kiev, studying cybernetics. Taras worked as a programmer for Software Mac Kiev before coming to us. He *likes* to program in assembler, a rare thing.

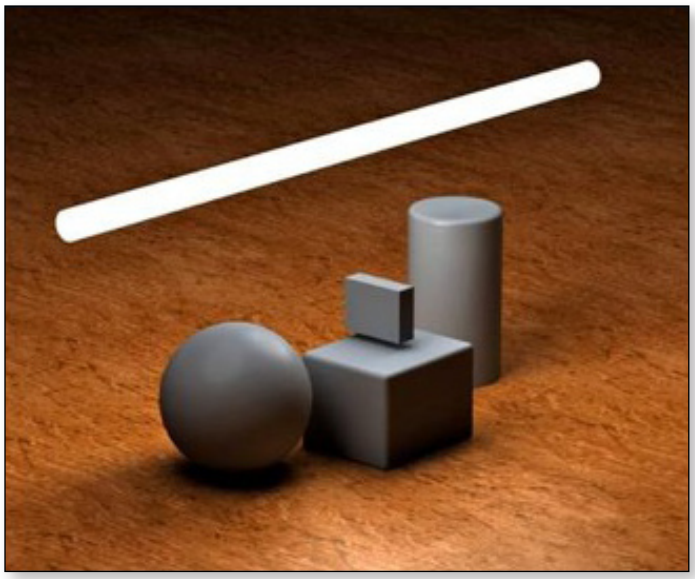
Area and Tube Lights

Cobalt, Xenon and Argon v8 will feature new photo-realistic light settings for both tube and area lighting with the proper geometric pattern and color temperatures.

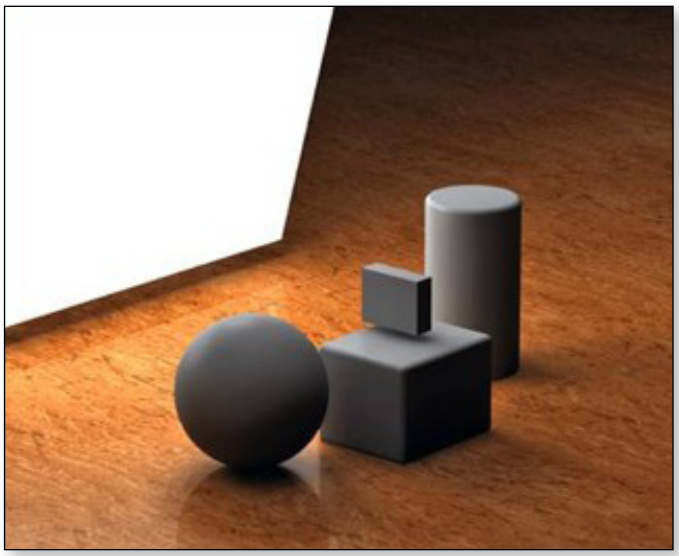
Use tube lights for fluorescent and neon lighting effects. Create a start and end point for a fluorescent tube. Use a spline to designate a curved neon light.

Area lights create a lovely diffused light. Simply create a surface and have it glow as a light source.

Use these lights in stills and animations for improved realism for photo-realistic renderings.



Tube lighting.



Area lighting.

New Demo Bundles

The new demo versions for Cobalt, Xenon and Argon v7 sp2 come with the Lense House Tutorial automatically bundled into the download. Our hope is that with a little extra help, prospects will be able to appreciate the nuances of our software interface much more acutely.

New Success Stories

Two New success stories are being completed and posted to the website. Check them out at www.ashlar.com/ under **Gallery>Success Stories**.

For Tres Design Group see *Watching Conceptual Design Take Form*. In it, Luc Heiligenstein says:

"When we discovered Ashlar-Vellum software in the late '80's we knew then that it was the software that industrial designers would understand. It had an intuitive way for visual people to create something without going through a ton of calculations to achieve a tangible result."

For Versalab it's *Xenon Changes a Designer's Point of View*. In this one John Bicht tells us:

"The thing that was odd to me was the realization that I only wanted to do the redesign in Xenon. While initially harder to learn than Graphite, Xenon's rich 3D capabilities, once learned, provided several huge advantages over simply working in 2D wireframe."

From the individual web pages you can download the stories in 8 1/2 x 11 or A4 English PDFs. If you'd like the source files to translate them into your native language, see the Ashlar-Vellum Resource Library under Success Stories.