

Ashlar-Vellum Channel Partner Newsletter

January 2012

New Success Stories

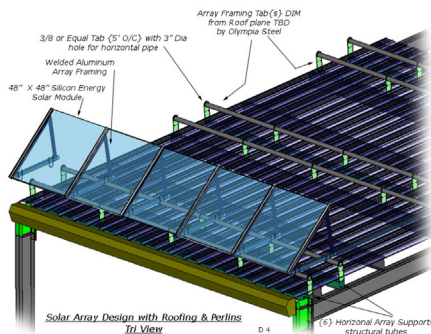
Two new success stories are in the works. Each one will feature one of our customers' passions for a particular field and their love for designing in Ashlar-Vellum software.

Vince Costa's passion for motorcycles began as a small child. As he tells it, "Since I was two years old I could ride something with two wheels." In his company, American Suspension, he designs and manufactures high-end motorcycle suspension parts and systems for American bikes. His passion for using Ashlar-Vellum software also began early with Vellum 2.7.



Today he uses GraphiteTM

to draw the forks, breaks, wheels and shocks for customized American motorcycles. One of his forks was used by Paul Teutul, Jr. for the winning design of the American Chopper Build-off.

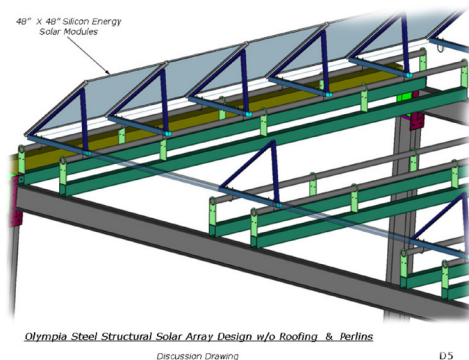


Martin Brunt has used our software since Vellum 2.7 in the mid '90s. Now at Solar Centrill, Martin is using CobaltTM to design dual-use

solar awnings that not only harness the power of the sun, but provide shade below, while minimizing any compromise to the roofing envelope. Cobalt has been instrumental in helping him design the gap tolerance that is inherent in expansion/contraction.

In Cobalt its easy to specify the layout of the solar panels, thereby eliminating a lot of the expensive and dangerous site labor on a roof. Notes Brunt, "I've always made money with Cobalt."

Read more about these designers as their stories appear on our website next month and are featured in our user newsletter, *The Design Explorer*, at the end of March.



Make Our Day

"During the period I was test driving Graphite I experienced an issue that I turned into your Technical Support group. I was most impressed with their rapid and professional response. I was even more impressed that because the issue was indeed a known "issue" being addressed in an upcoming release, I was given a 2 week extension to my evaluation period. It was during this extension I chose to evaluate Cobalt as well... Ashlar's Graphite and Cobalt products would be a very welcome tool to have in either of my current ventures."

—Kent Barns, Licking, MO, USA

"I really feel I need to express my thoughts on your software. After having to use AutoCAD and Mastercam where I work I must tell you what a pleasure it is to come home and do some real design with Cobalt. It's nice to be able to think about what I want to do and not about how to do it. Thanx for a great product!!!"

—Cliff Hastie, Mount Forest, ON, Canada



Bous Visiting Europe

Earlier this month Robert Bou was in Kiev working with our development staff as he shapes our product line for the future. The Kiev team will be looking for him to be there often over the next six months.



So once again this week Robert and Julie Bou will be in Europe, each on separate business missions. Robert is working with our programmers in Ukraine. Meanwhile, Julie is in the UK to meet with Steve Brann of CAD School, and Chris Eaton and his team at Academia.



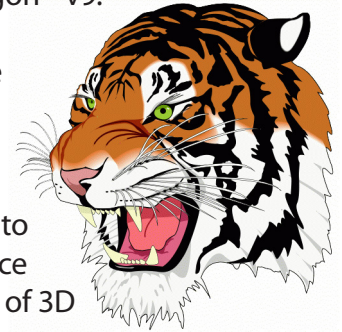
As part of Ashlar-Vellum's joint venture with AlphaCorr, Robert and Julie Bou will then visit Zünd Systemtechnik AG in Altstätten, Switzerland, east of Zurich. Zünd sets the standard for flatbed digital cutters for applications ranging from cardboard to textiles to composites and beyond. AlphaCorr develops software based on the Graphite CAD engine for developing some of the most sophisticated packaging and point-of-purchase displays.



Rendering Tiger Team to Begin

Ashlar-Vellum is putting together a tiger team with the goal of really improving rendering usability in Cobalt, Xenon™ and Argon™ v9.

Based on the Lightworks rendering engine we have the technical horsepower. Now it's a matter of "Vellumizing" the user interface, making it easier to compose, light and produce photo-realistic renderings of 3D models.



If you would like be part of the advisory committee to the rendering tiger team, send an email to rendering@ashlar.com. We value your input as we strive to make our rendering capabilities, not only technically superior, but faster, easier to use, and more productive than any other software available.

OS Support in Future Products

Ashlar-Vellum is preparing to support Microsoft Windows 8 (expected out later this year) with Cobalt, Xenon, Argon and Graphite v9. When testing the beta version of Windows 8 with v8 of Ashlar-Vellum software, the developers noticed some issues. We are including a notification to the next v8 builds specifying that Cobalt, Xenon, Argon and Graphite v8 do not support Windows 8.



The same will probably happen for Mac OS X 10.8, which is also under development at Apple. No word yet on the big cat code name for this operating system.