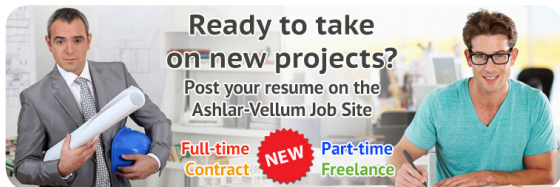


Ashlar-Vellum Channel Partner Newsletter

June 2013

Job Board Launched

The Ashlar-Vellum Job Board went live earlier this month. The Job Board connects those with full-time, part-time, freelance and contract work available, with those Ashlar-Vellum designers having the skills and experience to fit the job.



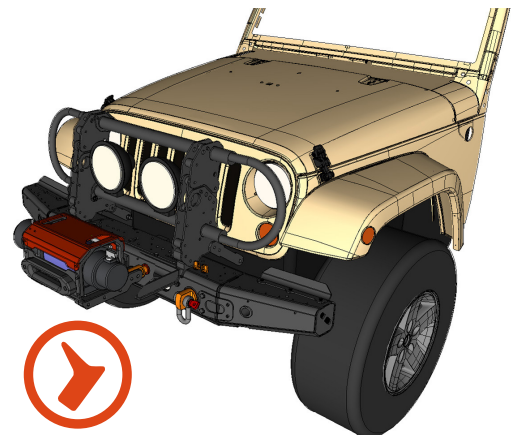
Emails were sent to all v8 COM licensed users notifying them that if they posted a job opening or resume between now and the end of July, they'd receive a certificate for 20% off any new purchase or upgrade. A different email was sent to all v8 STU users asking them to post their resumes and offering them the same discount. Discounts may be combined with other offers and are good through the end of 2015.

Database Management & Workflow

New projects at Ashlar-Vellum find us expanding into database management and workflow, specifically for designers. Last month you met Gene Tolstikhin, our newest programmer, who specializes in database development. While the initial focus will be to support our joint venture with AlphaCorrTM software for packaging, point-of-purchase and steel rule die design, the technology will be useful for future versions of Ashlar-Vellum's Designer Elements including GraphiteTM, CobaltTM, XenonTM and ArgonTM.

New Proven Success

A new proven success story is now on our website, this time featuring Pronghorn Overland Gear. Pronghorn's new Modular Front End System offers an off-road, high performance, aluminum bumper in 18 possible configurations. [Don't miss Trey Hermann's story](#) about using Cobalt to bring this idea to market in a fast and efficient way.



One configuration of the Pronghorn Modular Front End System, shown here on a Jeep, designed and rendered in Cobalt.

Second Quarter Design Explorer Out

The quarterly Ashlar-Vellum user news letter, *The Design Explorer*, went out this week to licensed users and prospects in our Ashlar-Vellum and AlphaCorrTM databases. This issue included:

- Announcing the Ashlar-Vellum Job Board
- Database Management & Workflow
- Welcome Gene
- Augmented Reality
- Featured Designer Loggia
- Vellum[®]:accessories
- Mud, Snow, Sand, Meet Technology



Help Files for Rules

A new Hot Topics and FAQs section is in development for the AlphaCorr site, providing help files on various topics for Rules™ and SteelRules™. Look for the articles on-line probably next week.



Augmented Reality



While some would call it a technology looking for an application, augmented reality promises to be a valuable tool for at least two serious claims: helping people see what products will look like and how they might work in the real world. By uploading a 3D model to an augmented reality platform such as Augment, customers can not only visualize the design of a product but see it in its intended environment.



See 3D designs in situ using augmented reality programs such as Augment.

Ashlar-Vellum will be adding direct outputs to augmented reality platforms in the upcoming Version 9 of Cobalt, Xenon, Argon and Graphite, allowing users to insert 3D models into real life images. We've currently done testing with [Augment](#), but expect to also work with other products in this space as applicable.

Robert Bou, president of Ashlar-Vellum, tells us, "We're just beginning to explore the application of augmented reality. The future of AR is phenomenal. Using [Google Glass](#) plus augmented reality, users can look inside objects and get the information they need. For example, when looking at a model of a building using augmented reality a technician could look inside the walls as if they had x-ray vision to see the important infrastructure such as plumbing diagrams or wiring schematics. It will triple the value of digital documentation in 3D for certain customers and expand the usage of models in certain situations."



Google Glass, a wearable computer with optical head-mounted display.

For AlphaCorr customers, product managers and marketing types could see how proposed packaging and point-of-purchase displays would look in situ on approach or up close.



Click on the QR code to download a 3D model of the literature rack on the right and run it in Augment.

To augment your own reality, scan the [QR code](#) with your mobile device to download a 3D model of a literature display rack done in Ashlar-Vellum Cobalt and AlphaCorr Rules and see it live in your own environment.