

Ashlar-Vellum Channel Partner Newsletter

March 2011

Happy Anniversary to the Designer Elements

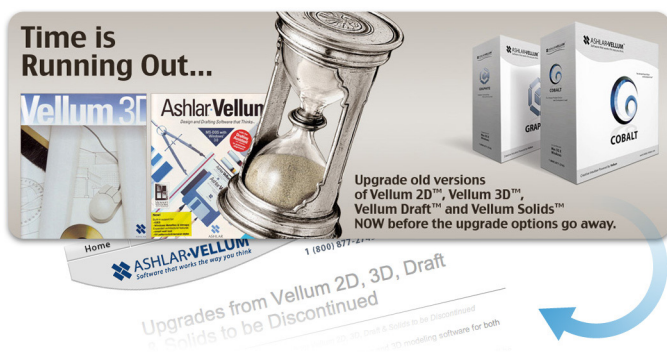


It was in the spring of 2001 that Ashlar-Vellum first introduced the Designer Elements product line including Graphite™, Cobalt™, Xenon™, Argon™ and Neon™. Graphite v6 was released on September 11th, 2001, just minutes before the planes hit the World Trade Center. Needless to say, we didn't make the front page that day. Cobalt, Xenon, Argon and Neon v4 were released in December later that year.

Currently, we're on v8 across the line, and v9 for all products is on the drawing board, so to speak, along with new products like Alchemy™ and Iridium™.

New Banner

A new banner is on the Home page announcing the elimination of upgrades from Vellum 2D™, Vellum 3D™, Vellum Draft™ and Vellum Solids™ on July 1st. The banner [links to a page](#) discussing upgrade options and the discount schedule as we count down to July.



Appeal Heard in Japan

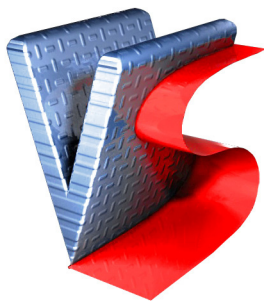
Last summer, Concepts Technology of Japan appealed the decision of the Japanese judges in favor of Ashlar in the



copy right and intellectual property suit. The final hearing for the appeal was held the end of this month and the judges are urging settlement before issuing a judgment. This is a positive thing because it allows both parties to bring into the settlement more issues than those that are simply a matter of law. If a settlement cannot be reached there will be a judgment on the 29th of June.

Upgrades from Obsolete Software to Disappear

Now that the Designer Elements are 10 years old, the upgrade paths from the “royal and ancient” Vellum 2D, 3D, Draft and Solids products will be discontinued as of July 1st 2011. To make it possible for every customer still using this ancient software to be able to upgrade, Ashlar-Vellum is offering the following incentives:



Discount	Dates Effective	Web Coupon Code
30%	March 24-31, 2011	VELLUPGD30
15%	April 1-30, 2011	VELLUPGD15
10%	May 1-31, 2011	VELLUPGD10

Discounts apply to upgrading old Vellum 2D, 3D, Draft and Solids software only, not to any versions of Graphite, Cobalt, Xenon or Argon.



[Click here](#) to see all the things added to the new versions of Graphite, Cobalt or Xenon. Just choose your existing software from the chart for a list of added features.

Having trouble deciding which upgrade is right for your customer? [Click here](#) for a brief discussion of which product would work for them.

Q1 Design Explorer Sent Out

Ashlar-Vellum’s user newsletter, *The Design Explorer*, was sent out earlier this week. Included in this edition are:

- The 10th anniversary of the Designer Elements
- The elimination of obsolete upgrades of software 10 years old and older on July 1, 2011.
- Training for JC Penny, WLM Pattern & Machine, and Henry James Bicycles
- Windows, walls and doors in Cobalt, Xenon and Argon v9.
- News about Graphite v8 SP3.
- Unicode coming in Graphite v9.
- Upgrade options from old Vellum software to new Designer Elements software.
- Ice Cream Dream Machine success story.

