

# Ashlar-Vellum Channel Partner Newsletter

## May 2006

### Ashlar-Vellum and Girlstart

Ashlar-Vellum supports Girlstart, an organization that empowers middle school girls in math, science and technology. Girlstart engages, educates and motivates girls to achieve the knowledge and confidence to participate in advanced math and science classes and future careers.



We look forward to growing new users as these young women learn the joy of design. See what other great things these girls are doing at [www.girlstart.org](http://www.girlstart.org).



This month Ashlar-Vellum donated 26 seats of Argon to be used as part of their Dream Spaces summer camp program. A modeling tutorial was created especially for the girls that includes wire frame construction of a vase, application of materials, rendering, and creating an animated movie.



### Digital Asset Management System

After many months of hard work, our Digital Asset Management System is not only operational, but paying dividends. Affectionately known as "the DAM system," or sometimes, "that DAM system," the project has been accomplished through the patient efforts of Maria Bondarenko and Alyona Fedorenko, under the leadership of Sarah Slaughter.

By creating a database to catalog all of our digital assets, including thousands of customer drawings and models, we can now lay our hands on these assets quickly



The diligent work of Alyona Fedorenko, left, and Maria Bondarenko make our DAM system a valuable resource.

and with little fuss. Now when you contact us for graphics to use for promotional purposes we can find all those available for

use. If you need a particular resolution or certain color, it's no problem. If you prefer a screen capture or a 2D dimensioned drawing, we can find that, too. If you're looking for a specific industry or application, that's easy.

We see this as one of our most valuable corporate assets and have designed it especially to help serve you, our Channel Partner, in developing marketing materials to sell Ashlar-Vellum software.

## New Yearly and Monthly Rental Pricing

Ashlar-Vellum is introducing new yearly and monthly rental pricing through our web store. While in the long run buying a permanent license is least expensive, rentals provide a lower cost of entry without a long-term commitment. It's also a great way when customers need additional seats on a temporary basis, say for summer interns or a short-term project.

### One-year Rentals

One-year rentals are available with or without physical material delivery. Major upgrades are included in the rental price (electronic download only). Up to 50% of the total current continuous rental fees may be applied toward 50% of the permanent license price.

|                 | Physical  | E-only    |
|-----------------|-----------|-----------|
| <b>Cobalt</b>   | \$1693.69 | \$1596.00 |
| <b>Xenon</b>    | \$1192.69 | \$1095.00 |
| <b>Argon</b>    | \$ 492.69 | \$ 395.00 |
| <b>Graphite</b> | \$ 492.69 | \$ 395.00 |

All prices in US\$

### Monthly Rentals

Monthly rentals are electronic download only. No physical materials are shipped. Full physical materials may be purchased separately for \$129.95, or a CD only for \$8.25, plus shipping. First and last month rental is required to begin, then monthly fee is automatically billed to the credit card. Major upgrades are included in the rental price (electronic download only). Customer may cancel any time. No refunds. Up to 50% of the total current continuous rental fees may be applied toward 50% of the permanent license price.

|                 |   |
|-----------------|---|
| <b>Cobalt</b>   | \$ 159.95 (\$319.90 first/last months on inception) |
| <b>Xenon</b>    | \$ 109.95 (\$129.90 first/last months on inception) |
| <b>Argon</b>    | \$ 39.00 (\$ 79.90 first/last months on inception)  |
| <b>Graphite</b> | \$ 39.00 (\$ 79.90 first/last months on inception)  |

### Affiliate Setup Required

As a Channel Partner, you too can take advantage of this great sales tool. But to make administration costs affordable, it requires you to set up and purchase as an affiliate through our web store. By doing this, Plimus processes the credit cards and sends the money to you directly at your "good-credit" margin on the 15th of the following month. All active Channel Partners have been set up in our system as affiliates. To activate your affiliation, contact Jimmy Mills at [jimmy.mills@ashlar.com](mailto:jimmy.mills@ashlar.com) for the detailed procedure. You can also set up Plimus to look like part of your website so that customers can buy Ashlar-Vellum products directly from you any hour of the day. Plimus charges the credit card and sends the appropriate payments to both you and us.



## New Period for Demos

Starting with Service Pack 2, the demo period for Ashlar-Vellum software to be used without a registration code will change from 14 calendar days to eight

working hours. This means eight hours that the program is actually open and being used. If a prospect needs additional time, a limited registration code can be sent to

them, just as we do now. SketchUp and other companies in related industries have found eight working hours to be an optimally effective length for a demo period.

## New STU License Policy to Begin July 1<sup>st</sup>

In an effort to keep “life-long students” from taking unfair advantage of our generous licensing policies, we are making a few changes effective July 1, 2006. The website is currently being updated to reflect the following policy.

### **New STU Users from July 1st, 2006 Forward:**

- All STU licenses sold after July 1st, 2006 will be issued with an authorization code that expires on November 15th, 2007.
- All STU licenses must be re-verified for eligibility in the August/September 2007 timeframe and issued a registration code expiring November 15th, 2008.

- Beginning in August 2007 the software will prompt the user every 5 days to re-qualify for their STU license and receive a new authorization code prior to its expiration on November 15th, 2007.
- Starting July 1st, 2007 the expiration for new licenses will move to November 2008.
- Software more than 3 years out of date may not generally be renewed.
- The STU Special Use Agreement will require the following additional pieces of information:
  - Relevant course of study.
  - Year in school.
  - Anticipated date of graduation.

### **Existing v7 STU Users:**

- STU versions of Cobalt/Xenon/Argon v7 SP2 and Graphite v7 SP3 will not recognize permanent registration codes after November 15th, 2006.
- Beginning in August 2006 the software will prompt the user every 5 days to re-qualify for their STU license and receive a new authorization code prior to its expiration on November 15th, 2006.
- The new registration code will be issued to expire November 15th, 2007 and prompt to be re-verified again in August/September 2007.

### **Existing Legacy EDU/ STU Users:**

- Unfortunately there is no easy way to compel these people to re-verify.

## Bou & Voloshin in China

Earlier this month Ashlar-Vellum President, Robert Bou and Software Development Manager, Andrey Voloshin met in Beijing, China with the technical team for Ashlar-Vellum’s OEM customer and Japanese distributor, Comnet, to discuss improvements to Graphite. Those at the conference table were native speakers of four different languages, but somehow came to a meeting of the minds.



Ryuji Tanaka, of Comnet, confers with Andre Voloshin, Ashlar-Vellum’s Manager of Software Development at the office of Hoyatech, Comnet’s development office in China.



## Service Pack 1 for Cobalt, Xenon & Argon Released

Cobalt, Xenon and Argon Service Pack 1 was released electronically on May 17th, over 30 days ahead of its scheduled release date.



The new software can be downloaded using the links on [www.ashlar.com/v7](http://www.ashlar.com/v7).

Email notices were sent to all eligible customers. Free upgrade CDs were sent to ASAP members with physical materials and anyone who purchased a license with full materials in the last month, to whom we normally contact. Any customer who would like a CD may purchase one for \$8.25 plus shipping.

SP1 supports Windows XP and Power PC Mac OS X 10.2.x to 10.4.x. Intel Mac support is coming in v8.

### New Features in SP1:

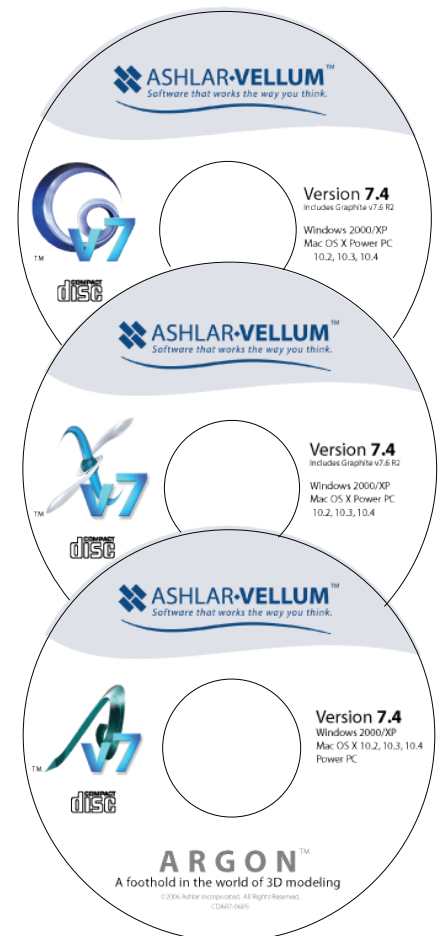
- New Gaps Detected feature
- Model-to-sheet supports the layout's preset styles
- Faster file open times
- Gradient color background
- Chamfer tool now supports face selection
- Enhanced pop up menus
- Enhanced copy history function

### 100 Issues Fixed in SP1 including:

- Correct display of spheres
- Crash causing issues such as:
  - Insert Knot tool
  - Model-to-sheet
  - Importing large meshes in DXF files (Mac)
  - Revert command
  - Sweep path is a grouped curve or solid
  - Tangent circles
  - Certain draft angles
  - Change Sheet View command
- Factory setting in Preferences restores program defaults
- Overlay drawing works in print layout
- Support for primitive objects with zero height
- Print shading reflects screen view
- Render material retained with export

- Issues with DXF imports
- Trim arrow direction remains visible
- Deletion of decals with part
- Copy as Instance works properly with Undo
- Design Explorer shows constraint links and exploded instances

Looking ahead, SP2 is anticipated in the June/July timeframe.



## Graphite Spline/Arc/Ellipse Conversion Script Now Available for CNC

Ashlar-Vellum has recently posted another script to the **Support>Utilities** section of our website that transforms splines, arcs, circles and ellipses created in Graphite into series of small lines.

The CNC industry continues to rely heavily on a subset of the

old AutoCAD R12 DXF format for their cutting tools, which supports lines, not splines, arcs or circles. Installing this script and running its tools converts curves to lines, which can then be exported to a DXF file and properly handled by a cutter.

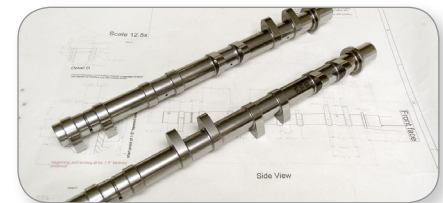
The same thing can be accomplished in Cobalt, Xenon and Argon without this script by using the Change Object command.

To download this free utility go to: <http://www.ashlar.com/sections/support/utilities/utilities.html>.

## New Racing Engine Success Story

A brand new success story featuring Kelley Roberts' champion motorcycle racing engines is now on the website

and available in both 8.5x11 and A4 paper formats. It's a great example of how Cobalt simplifies the creation of complex parts.



Cam shafts designed and produced by Kelley Roberts.

## More Success Stories in A4

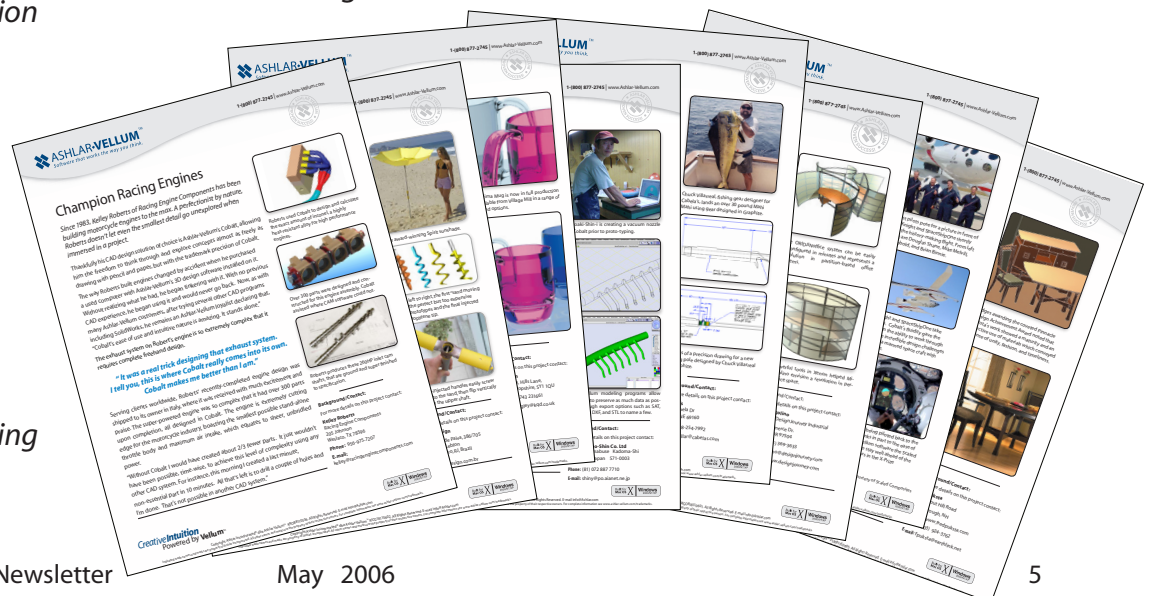
In January we reported that six success stories were available in A4 format, as well as 8.5x11, and accessible through the website. Since then, eight more have been added to the list including:

- Kelley Roberts' *Champion Racing Engines*
- Rio 21 Design's *In the Spirit of Great Design*
- Kevin Quigley's *Optimizing the Optima*
- Kiyoaki Shini-i's *A Model of Patience*
- Cabela's *Rather be Fishing?*
- Michael Golino's *Thinking Inside the Box*

- Scaled Composites' *Cobalt Helps Make History*
- Frederick Puksta's *Furniture with Zen Appeal*

We still have many more to go and are creating new stories each

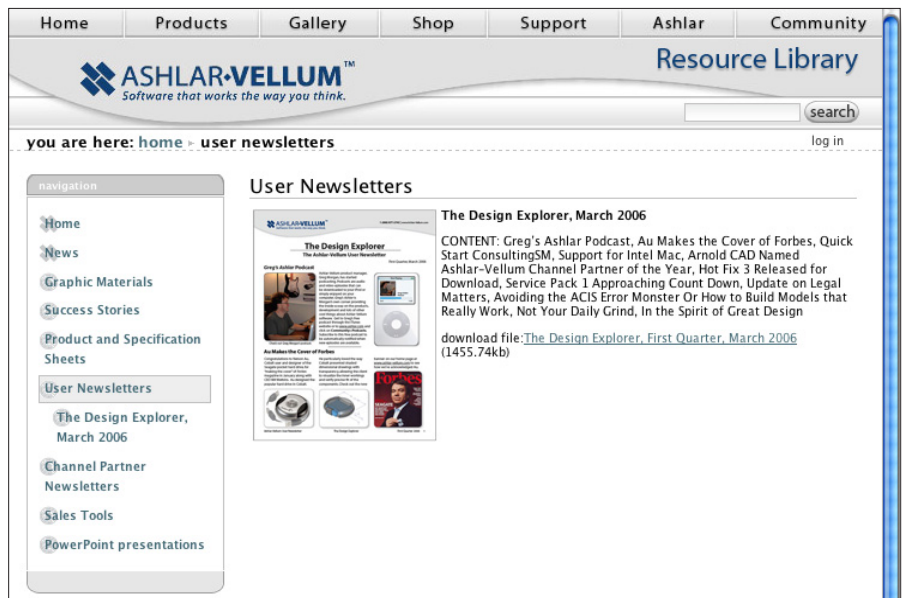
month. If you have a customer with a story to tell, no matter what industry or language it might be in, please contact Julie Bou at [julie.bou@ashlar.com](mailto:julie.bou@ashlar.com) to get this story into production.



## Resource Library Update

The Channel Partner Resource Library is looking good and material is being posted. Expect an email with your log-in information sometime next month.

When the library is online, you can expect to find a useful variety of graphics, press releases, sales tools and marketing materials to use in your own promotional efforts of Ashlar-Vellum software. As you request additional items, we'll make them available here.



## The Ultimate Web Page

If you haven't already found it, check out [www.ashlar.com/v7](http://www.ashlar.com/v7) where you can easily link to the most recent version of any Ashlar-Vellum product. With one, easy to remember address, you can access all software downloads in both Mac and Windows versions. This is not a replacement for the trial download request

form. This is current customer resource only, and should not be circulated to non-customers. Future version of the page may require a log-in and verification of ownership.



## New Software Security Planned for next Service Packs

With SP1 wrapping up, our development staff will start to work on SP2 of Cobalt, Xenon and Argon, and SP3 of Graphite. One of the major features of these upcoming service packs is a new software security system that checks for under licensing. While not completely specified as of this writing, the general intention is that when a user launches the program, it automatically "sniffs"

their internal network to see if another copy of the same license is actively being used on another machine in the office.



The new security will not eliminate our unique licensing system, which allows users to install the software on both their home and office

machines. Nor will it interfere with legitimate software time-sharing situations. Finally it will not require cumbersome hardware locks. It's merely a way to increase sales and reduce the number of offices illegally allowing multiple users to operate on the same single-seat license.