

Ashlar-Vellum Channel Partner Newsletter

November 2008

Graphite Named Staff Pick by Apple

Graphite v8 SP1 was named as a *Staff Pick* by Apple Computer on the OS X Software website. For over two weeks, Graphite made the charts for Top Downloads in both the *All Downloads* and *Imaging & 3D* categories on Apple's site. Demo downloads went from about 10 per day to almost 300.

While things have tapered off now, we're trusting some of these will turn into sales as the year ends.



Welcome Globus Communication

Victor Anti from Globus Communication joined Nick Slaughter this month for training on Argon. Globus is a full-service

marketing communications consulting and web development group. More and more they are required to assist client

visualization showing virtual graphics in place on 3D objects.

Ashlar-Vellum Goes to AeroTest America

Ashlar-Vellum is exhibiting at AeroTest America 2008, November 18, 19 and 20, in Fort Worth, Texas. Showcasing the latest testing, analysis and inspection technologies in the aerospace industry, the tradeshow anticipates over 4000 attendees in civil and military aviation, space engineering and airborne defense.



LightWorks Multi-core Rendering Now Working

Ashlar-Vellum is very aware of the benefits of multicore technology. Traditionally, a computer was thought of as one processor with one core. Now most business computers have dual cores with quad and even eight cores readily available. IBM makes servers with as many as 96 cores (4 computers x 4 processor sockets x 6 cores per socket). Intel predicts that in 10 years a regular desktop computer will come standard with 256 cores.

Up until now Ashlar-Vellum has only taken advantage of

multicore processing for raytrace photo-rendering on Windows. Starting with Build 837 of Cobalt, Xenon and Argon v8, multicore will be enabled for raytracing on the Mac.

In Build 839 Ashlar-Vellum will be changing the preview rendering mode from scanline to raytrace because raytrace is currently multicore capable and so is faster. Ashlar-Vellum will be closely monitoring future developments at LightWorks as they extend multicore technology to radiosity and scanline rendering. We will

also be monitoring developments at Spacial Technologies for multicore support in ACIS. It is more difficult to benefit from multicore technology within ACIS because many operations are sequential and one processor cannot fire off the next process until the previous one is complete. Rendering is much better suited for multicore because driving pixels to the screen is done concurrently and can be assigned to many processors at the same time.

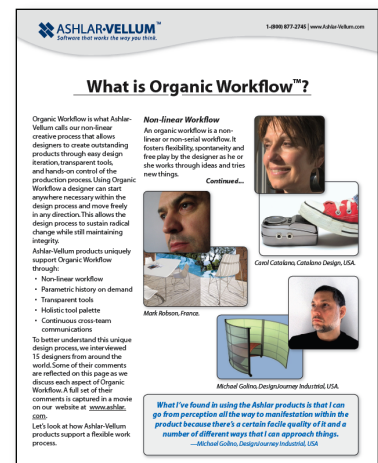
Welcome Alexander

Alexander Chornay is the newest developer on our Graphite team. His keen interest in the world around him makes him a good fit for developing software that works the way you think. In addition to sports and reading, Alexander likes exploring Kiev's historic places on summer evenings.



New Organic Workflow Product Sheet

A new product sheet with the Organic Workflow discussion is in production and will be available as a PDF on the Organic Workflow webpage. While not as extensive as the 27-minute movie, it articulates the ideas clearly in a way that a customer can take away and review later.



Training at W/M Display Group

Ashlar-Vellum trainer, Nick Slaughter, was in Chicago this month, providing Cobalt training for three members of the W/M

Display Group. W/M Display helps companies increase sales at the retail level through displays and merchandising.

