

Ashlar-Vellum Channel Partner Newsletter

October 2013

Dear Ashlar-Vellum...

Dear Ashlar-Vellum: is Graphite™ v8 compatible with Apple's OS X 10.9, aka Mavericks?

—An Avid Mac User



Dear Avid Mac: In all of our testing, Ashlar-Vellum Graphite v8 2D/3D precision CAD software appears to work with OS X 10.9 Mavericks the same as it works with OS X 10.7 and 10.8.

Specifically, the only issue is with the scroll bars which no longer feature the stepper arrows at the ends, as dictated by the new OS X standards. Nor are the scroll bars dynamic, but require that the mouse be released to have the screen update. In order to maintain Apple UI compliance, Graphite's stepper arrows will not re-appear in v9, however, it is our goal to have the bars become dynamic again.

The pan tool, on the other hand, works fine, as does the space bar pan, and the scroll wheel which zooms out, pans over and zooms back in at the same level, making Graphite completely usable under Mavericks.

As with everything, it often takes thousands of customers using the software to bring out the minor glitches. If anything is discovered by customers that prevents the final build of Graphite v8 (SP4 Build 8.9.18) from working on Mavericks we do not plan to fix it in v8. We would plan to fix it in v9.

While Graphite v8 operates on Mavericks, it is not optimized for this operating system's unique features. We will start taking advantage of some of these new features during the v9 release cycles, some in the initial release and some in subsequent point releases and service packs.

—Ashlar-Vellum Product Management

Shane Walker Talks about Wearable Tech on Bloomberg TV



Shane Walker, former Director of Sales for Ashlar-Vellum, is now an analyst for global information company IHS. He recently appeared on Bloomberg TV discussing the growth of the \$9 billion wearable technology market. Wearable technology includes not only smart watches and optical head-mounted displays like Google Glass, but also fitness monitors, hearing aids, medical monitors and Blue Tooth applications. [Click here to view Walker's interview](#) with Emily Chang and see the shout out to Ashlar-Vellum as part of his resume.



Going Solo



Cobalt™ Solo and Xenon™ Solo were introduced this month and are taking off slowly. A weekly email campaign has been launched to support these new price points but without budget to push them through advertising the ramp-up period will take a little longer. We are confident, however, that these 3D modeling products sold alone at more affordable prices will meet certain customer demand.

Cobalt v8 Plus Graphite v8 e-only	\$2495
Cobalt v8 Solo e-only	\$1495
Xenon v8 Plus Graphite v8 e-only	\$1995
Xenon v8 Solo e-only	\$ 995

New Success Stories in the Works

New customer success stories are currently in process for both Ashlar-Vellum and AlphaCorr software. In the month to come look for the story on Ken Ballard of Precision Concepts about using Cobalt, Americhip's David Rosendale's use of Rules, and the team at Dies Inc. on using Steel Rules.

Bou Attends SGIA Expo

Ashlar-Vellum President, Robert Bou, attended the Specialty Graphic



Imaging Association conference this month in Orlando, Florida. He looked for new software partnership opportunities for both Ashlar-Vellum and AlphaCorr and met with existing hardware partner, Zünd Systemtechnik AG.

New Price on Argon™ v8

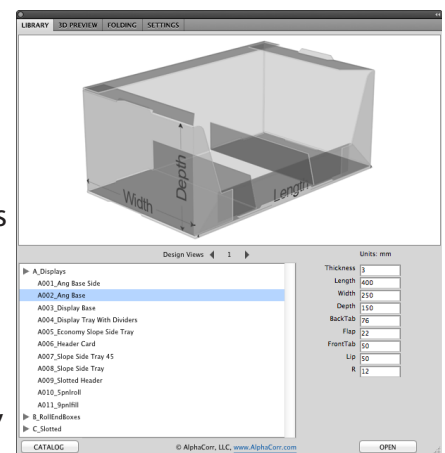
Ashlar-Vellum has reduced the price of Argon v8 e-only from \$995 to just \$695. This entry-level 3D modeling program provides history-free, precision solid and surface models, a rendering engine and animation tools without the mechanical design and associatively features of our higher-end products.

Introducing AlphaCorr™ Dieline Genius™

In November, AlphaCorr is introducing Dieline Genius 2D and Dieline Genius Plug-in for Adobe Illustrator. Both provide easily customizable packaging and point-of-purchase display designs for users not experienced in packaging creation.



Dieline Genius 2D allows anyone to quickly create corrugated and folding carton material structures from a library of over 500 proven professional designs with exports to 2D PDF, DWF/DWG, EPS, CFF2, HPGL and DDES2.



The plug-in version for Adobe Illustrator is for graphic artists needing to quickly create professional looking display and packaging designs. It includes the library, 3D visualization functions, and exports to 3D PDF and JPG.