

Ashlar-Vellum Channel Partner Newsletter

April 2008

What is Organic Workflow™?

Organic Workflow is what Ashlar-Vellum calls the non-linear creative process that allows designers to create outstanding products through easy design iteration, transparent tools, and hands-on control of the production process. The concept was introduced by Robert and Julie Bou at the Congress on the Future of Engineering Software last week in Phoenix, Arizona and was extremely well received.

How does Organic Workflow differ from the Vellum Magic? It doesn't. Honestly, it's just a better way of articulating it.

To better understand this non-linear design process, we interviewed 15 designers from around the world and pared 15 hours of recordings down to 15 minutes of sound bites. We put these together in a QuickTime movie that you can [click here to preview](#).

New Banner

The Organic Workflow movie will be featured in a new banner on the www.ashlar.com home page. Be sure to check it out.



In the movie you'll learn these basic principles:

Organic Workflow:

- Starts Anywhere in the Design Process
- Moves Freely in any Direction
- Sustains Change while Maintaining Integrity
- Gathers Inspiration from within the Ordinary

Ashlar-Vellum Uniquely Supports Organic Workflow through:

- Non-linear Workflow
- Parametric History on Demand
- Transparent Tools
- Holistic Tool Palette
- Continuous Cross-team Communications

To better understand each of the above, download the 24-minute movie and hear what our designers have to say.



Welcome Elena Subbotina

Elena Subbotina has joined the European office of Ashlar-Vellum. She'll be working on order processing, our customer database and the Digital Asset Management system, so she's a very good person to get to know.

Lena has spent her whole life in Kiev, where she is currently studying Applied Math at Taras Shevchenko National University. She is a skier, a singer, and interested in eastern cultures.



New Assignments within Ashlar-Vellum

Congratulations to **Yuriy Sevchuk** who has been promoted to team lead on Ashlar-Vellum's True-fit custom consulting project for Snap-on Tools.



Welcome to **Anna Begma**, who has moved from our Graphite development department to the True-fit team.



We appreciate the valuable contributions of each of our team members and are pleased when we can offer them new challenges.

Graphite v8 SP1 in Alpha

The universal binary version of Graphite v8 is now in alpha testing. This will contain both the Mac Intel and Mac PowerPC versions as one program. To test this alpha version send an email request to support@ashlar.com.

Initial testing shows similar performance to SP0 on the Power PC Mac and a 3X speed increase on the Intel Mac.



Cobalt, Xenon and Argon v8 for Mac

We are in the midst of securing financing to acquire the last of the technology components to release Cobalt, Xenon and Argon v8 on the Mac. The Spacial 16 kernel for Mac

has been secured, as are the dimensional constraints from D-Cubed. Remaining is the Lightwork rendering license, which is in negotiations.

New Graphite Quick Reference Card

The documentation and support teams are working on a new quick reference card for Graphite v8 users. Later this quarter, the finished card will ship inside new *Graphite Getting Started Guides* and will also be available on the website for easy printing.

