

Ashlar-Vellum Channel Partner Newsletter

June 2011

SEO Ratings

Even though our Search Engine Optimization is not completely finished we've discovered a noticeable increase in our rankings on Google, Yahoo! and Bing.



While we'll never be at the very top of the pile when competing with the behemoths like Autodesk and SolidWorks, we will endeavor to remain as high as possible, so that those searching for CAD or 3D modeling products, especially those on Mac, will be able to find us.

Welcome Back Marina



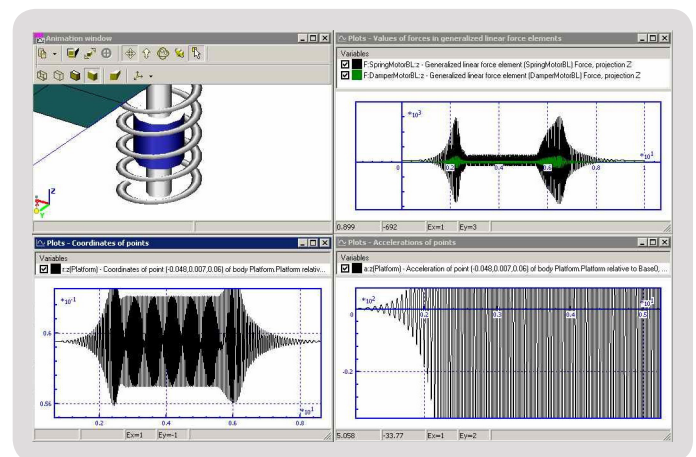
Marina Kukarina has joined us again after an extended maternity leave. Formerly an English teacher, she's once again part of our European order processing team and helps with the telephones and customer service. Marina loves comedy films and spending

time with her husband, Ashlar-Vellum technical support guru, Alex Kukarin, her son and young daughter. We're glad to have her back.

Dynamic Motion Software Update

Ashlar-Vellum is continuing to explore dynamic motion analysis and presentation software. Our current thinking is that this will be a standalone product in the Designer ElementsTM product line series that will be closely integrated with CobaltTM and the upcoming IridiumTM FEA software when running.

Unlike kinematic analysis that only calculates the motion of 3D parts without any reference to the physics involved, dynamic motion calculates the motion of objects in relationship to forces, torques, inertia and gravity with defined joints, constraints, actuators, springs and dampers.



Click on the movie graphic to see an example of dynamic motion analysis in action.

Q2 2011 Design Explorer Out

The second quarter *Design Explorer* user newsletter was sent out via email earlier this month. This quarter's issued included:

- QR Codes on Website
- Last Chance to Upgrade Really Old Software
- Dynamic Motion Software
- Ashlar-Vellum Files on the iPad
- New PDF Options Coming in Graphite v9
- Tessellated Text Utility Added to Graphite v8
- Disappearing Palette Bug Exterminated in Graphite
- Create Animated 3D PDFs Now with SimLabs Composer
- Welcome Back Marina Kukarina
- Art, Ceiling Fans & Square Roots: G Squared Fans Success Story

Teigha Viewer Reads Latest Version .DXF & .DWG



The Open Design Alliance now offers the free Teigha Viewer which opens, views, prints and saves the latest .DWF and .DWG files as a previous version. This is helpful to Ashlar-Vellum users because Cobalt, Xenon, Argon and Graphite currently only support .DXF and .DWG files up to 2008.

[Click here](#) for more information on the Teigha Viewer from the Open Design Alliance.

Support Center Knowledgebase Reorganized

Galina Ovsyanko is putting in her best efforts to reorganize, update, edit and otherwise improve the knowledgebase in our Support Center. Currently she is sorting the huge number of articles into appropriate categories and subcategories by products and topics. Next she'll be reviewing each article with an eye toward technical updates and smoothing the "technoese" used by our technical staff into plain English.

