

# Ashlar-Vellum Channel Partner Newsletter

## January 2009

### ACO to Become RCR

We're changing the special-use license that we call ACO, Academic & Charitable Organizations to RCR, Research/Charitable/Retired. This new title expands and clarifies this special-use license to specifically include:

- Faculty members outside the design disciplines wanting CAD software for research or other projects.
- Professors and paid graduate students doing CIVILIAN research.
- Those engaged in the business of a non-profit university such as a maintenance engineer doing facilities management.
- Other charitable and non-profit organizations such as hospitals, churches, and arts organizations including museums and theaters.
- Individuals who are FULLY retired from all gainful employment, over 65 years old, and doing non-commercial design work only.

Please note that this license does NOT cover anyone doing research

or development for a military industrial complex, such as many national labs, governed by large universities, that are doing defense work. These organizations MUST purchase a full commercial license.

RCR is also not intended for today's students who will soon be the leaders and innovators of design. For these we offer our STU, Student/Teacher Units, for classroom or lab situations, and for instructors actively using our software to teach design.

Customers who are currently on ACO will become RCR in the future when they upgrade. Just think of it as basically the same thing with a new name.

Like STU and the previous ACO licenses, orders for RCR special-use licenses and upgrades must be accompanied by a signed RCR pre-ship agreement, available on our website.

Ashlar-Vellum is the only software company in the CAD industry that

offers, not only student pricing at an extremely low price, but also moderately-priced licenses for those who are involved with non-profit organizations or who are fully retired.

**ASHLAR·VELLUM**  
Software that works the way you think.

**Special Use Agreement**  
**Research/Charitable/Retired Licensing**  
**"RCR"**

To qualify for Ashlar-Vellum's Research/Charitable/Retired special-use license, you must provide proof that you are one of the following:

- A non-profit research institution engaged exclusively in civilian research
- A non-profit academic or charitable organization
- A non-profit arts organization (such as a museum, opera company or live-performance theater)
- A fully retired individual over 65 years old, doing non-commercial design work only, and are not engaged in active or gainful employment of any kind.

Please read carefully and sign to the terms and conditions of the agreement allowing Ashlar-Vellum to issue you your permanent registration code.

By purchasing under the terms of the special-use software, you agree:

- To use this license for academic civilian research purposes only, or in the business of an academic or charitable institution (such as facilities management), or as a fully retired individual doing design work for yourself or a non-profit organization for no remuneration.
- To NOT use this license for research purposes on military projects (commercial license required).
- To NOT use this license commercially in any for-profit venture, nor to use any of the files created with this license for any commercial purposes.
- To provide proof of 501(c)(3) status with the Internal Revenue Service (or equivalent) upon request.
- That any transfer of this license is subject to these special-use restrictions.

I am the end user at an academic or charitable organization.

I am the end user at a non-profit arts organization.

I am the end user at a non-profit institution doing civilian research only.

I am a retired individual over 65 doing non-commercial work and am not gainfully employed.

Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Organization: \_\_\_\_\_ Email: \_\_\_\_\_  
 Address: \_\_\_\_\_ Signature: \_\_\_\_\_  
 Date: \_\_\_\_\_

www.Ashlar-Vellum.com  
 9600 Great Hills Trail, Suite 150W-1575 Austin, Texas 78759 - 512.250.2166 fax: 512.250.5811  
 RCRAGR001

*The RCR pre-ship agreement is available on our website under **Shop>Special-Use Licensing.***

### Extended Hours for Customer Service

We're extending our customer service hours to include several hours on Saturdays and Sundays to provide "light" customer service

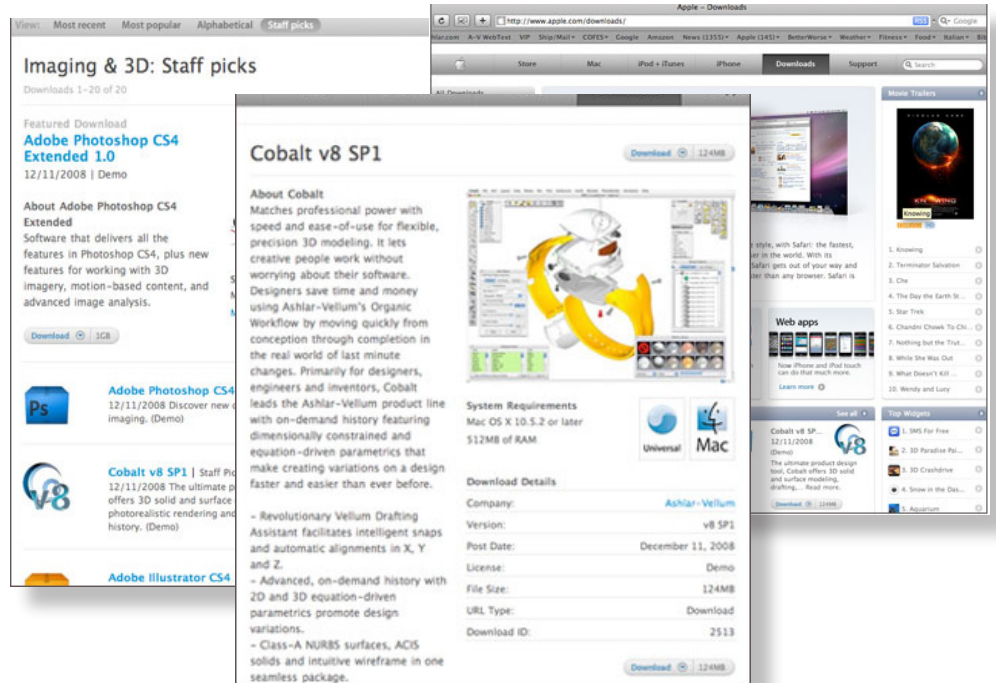
and technical support. This will mostly be focused on reviewing requests for and sending demo codes to potential customers.



## Cobalt Named Staff Pick

Just like Graphite, Cobalt v8 SP1 was named as a Staff Pick by Apple Computer on the OS X Software website. Because Apple mistakenly posted the direct download link instead of the contact form download link we have no idea how many demos were actually downloaded from our site. The error has been corrected but we are no longer the newest posting.

The Xenon v8 SP1 is being updated this month so, provided that Apple posts the correct link, we will hopefully see an upsurge in Xenon demo requests.



## Sneak Preview of Reach for Your Dream

We're still working out the details of a new program tentatively called "Reach for *Your Dream*" which would allow users who are recently unemployed to come up with their entrepreneurial spirit. It's for those who have considered becoming a freelance designer, starting their own design firm, or bringing a new product or invention to market.

We'll provide a three-month trial license free. After three months we'll offer them 50% off on the monthly rental price for up to one year so they can get on their feet. We'd like to get some drawings or models for our website as part of the deal. If you've got input on how to make this plan work well, contact Julie at julie.bou@ashlar.com.

## New Pricing of Full Materials

Because of the popularity of e-only software purchases we tend to sell fewer hardcopy manuals. To simplifying our pricing, we have simply made all full materials pricing \$100 over the e-only price and will soon begin to always

include all of the following:

- Product box
- DVD in DVD snapper
- Printed, coil-bound *User Guide*
- Printed, coil-bound *Getting Started Guide*

## Cobalt v8 Addendum and DVD to Ship

For those who have long awaited the Cobalt, Xenon and Argon v8 Addendum documentation and DVD, it will ship this month to those who ordered the full materials new license or upgrade.

