

Ashlar-Vellum Channel Partner Newsletter

July 2009

New Success Story Emails in Testing

Over the next six weeks or more we will be testing a new email series featuring some of our success stories.

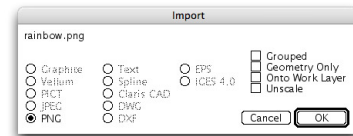


For testing purposes we will be targeting those designated in our database as Aerospace and Aviation; Industrial, Mechanical and Manufacturing Engineering; and National Laboratories and Research Centers. These seem to be the industries that are still spending at the moment.

The emails will go out weekly and will be aimed at simply keeping our name and products in the customer's mind. Depending on the results, we will expand the list to other industries in the fall.

JPEG and PNG Import Supported in Graphite

The most recent build of Graphite v8, build 848, now supports the import of JPEG and PNG files. Simply use **File>Import** to bring these file types into a Graphite file.



Customer Feedback

In the midst of economic depression, it's always nice to hear good things from our customers like this email from Kirk Kunkel:

“COOL! I've drawn my first little part. A solid cube with a hole cut through it and a chamfer and radius where the radius meets the top of the cube. I've been using Gibbs for a few weeks now and needed to be able to modify a drawing one of our customers drew improperly. With their drawing I couldn't surface the part properly. After two weeks I still couldn't begin to properly alter the drawing in question using Gibbs. After a couple of hours of instruction on Solid Works I was able to draw the offending dimensions. With Cobalt I was able to draw everything as I need it in just a few minutes with NO INSTRUCTION whatsoever. This is the type of intuitive software I was hoping to find. I can't tell you how much I appreciate this opportunity to use your demo software. Thanks again for all your help.

Sincerely, Kirk Paul Kunkel.”

Congratulations Elena!

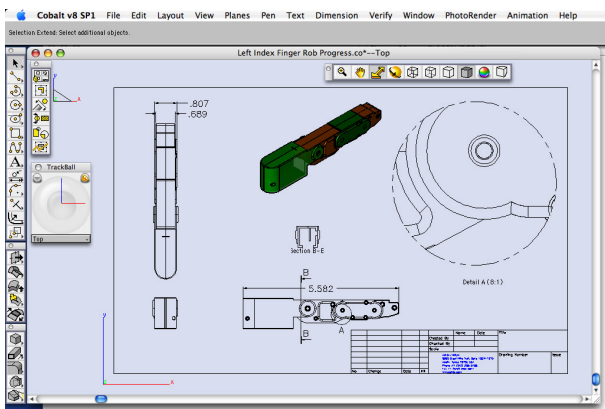
Elena Subbotina graduated at the end of June with her Masters Degree in Applied Mathematics from Taras Shevchenko National University of Kiev.



Her thesis was on Stability Integer Programming Problems with Linear-Fractional Objective Functions. Elena does our order processing and is our FileMaker database expert. Great work, Elena.

Dreams Being Reached

The Reach for *Your* Dream program is beginning to bear fruit. Participants are starting to send us drawings and models and are renting at the reduced rate for a year. Here is the left index finger of a robotic hand designed by Timothy Payne of ARS Labs in Atlanta, Georgia. Look for it shortly on our website.



Graphite Now Supports Pen Styluses

Graphite v8 SP1 build 848 now offers support for pen styluses. This makes Graphite especially useful on tablet computers for the field and WACOM tablets and screens in the office.



New Pricing Reminder

You may or may not recall that we lowered the prices on our commercial permanent license of Cobalt, Xenon and Graphite in November of 2008. In case it didn't register on your radar at the time a new price list is attached. The highlights include:

	e-only	full materials
Cobalt	\$2 995	\$3 095
Xenon	\$2 495	\$2 595
Graphite	\$1 395	\$1 495
Argon	\$1 195	\$1 295

ACO, STU and rental pricing stayed the same.

Most of the upgrades stayed the same with the exception of a few of the really big tickets like Argon v7 to Cobalt v8 formerly \$4495, now \$2495.

The price of the Legacy upgrade (Graphite v6, Vellum 3d, 2d, Draft) to Graphite v8 changed slightly to \$695 e-only, \$795 full materials.

We now always lead with the e-only price and follow with the full materials price, which is simply \$100 more.