

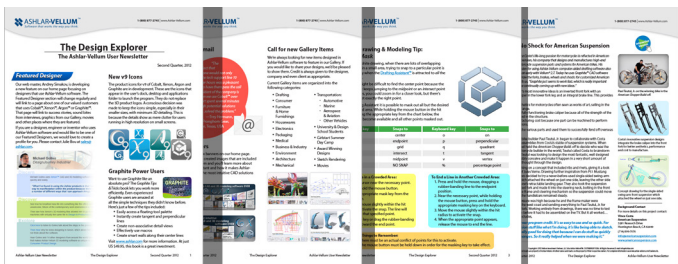
Ashlar-Vellum Channel Partner Newsletter

June 2012

Q2 2012 *Design Explorer*

The second quarter user newsletter, *The Design Explorer* is completed and being sent out this week via email to customers and prospects. Featured in this quarter's edition are:

- Our new Featured Designer web profiles
- New banners
- Call for Gallery items
- Trey Hermann's quote
- New icons for v9
- Keyboard mask drawing tip
- "Success is No Sock for American Suspension" proven success story

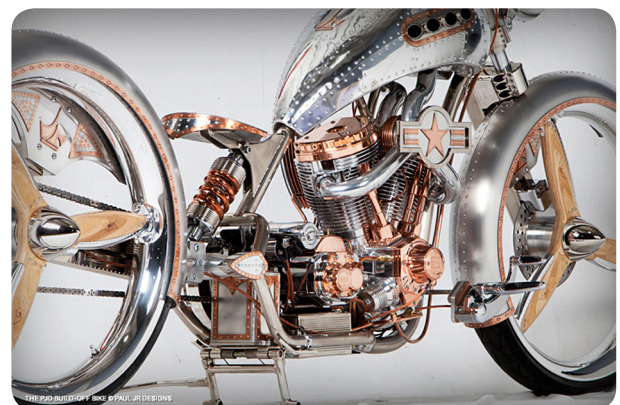


New Proven Success Story

Vince Costa's story about American Suspension and his involvement in the *American Chopper Build-off* is complete and [posted on our website](#).



Costa, a champion motorcycle racer has been involved with building "dream bikes" for customers for many years. Read about how he uses GraphiteTM to continually come up with new ideas and how he used it to design a completely new suspension system for Paul Teutul, Jr. and the winning entry for the Discovery Channel's *American Chopper Build-off*. You can also listen to sound clips from his interview and see Graphite drawings and photos of this work.



Upcoming Mid-July Sale on v5 Upgrades

July 9-27, 2012 Ashlar-Vellum will offer special deals on upgrading all old version 5 licenses of CobaltTM, XenonTM, and ArgonTM to version 8. All v5 to v8 upgrades will be 20% off the normal suggested retail price. Your standard margins apply.

v5 > v8

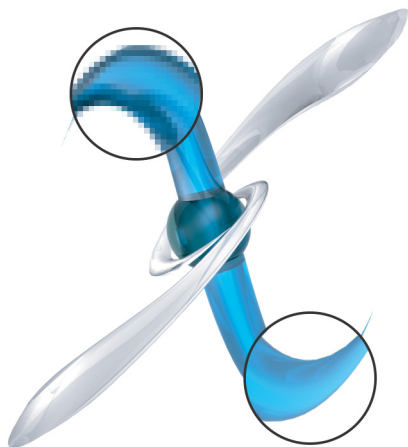
Customers with existing v5 licenses that have not previously upgraded their software to a later version will be notified via email of the sale. They will also be warned this will be one of their last chances to upgrade as all v5 licenses will be rendered obsolete at the end of the year and will no longer be eligible for upgrade pricing.

Ashlar-Vellum Software with Apple's New Retina Display

Apple's newest MacBook Pro features their new super-high resolution Retina display. At 2880x1800 screen resolution with 220 pixels/inch, Apple claims this display's pixel density is "so high the human eye cannot distinguish individual pixels from a normal viewing distance."



The computer automatically defaults to a virtual mode of 1440x900 unless the software application has been specifically programmed to take advantage of the higher resolution, since most software does not yet support resolutions of this higher level. Ashlar-Vellum is investigating how to best maximize the user experience of this display within Cobalt, Xenon, Argon and Graphite. At this point, all Ashlar-Vellum software is compatible with the new Apple hardware. It works the same and looks somewhat better.



The Xenon logo on the old MacBook Pro.

The Xenon logo with the MacBook Pro with Retina display.

Graphite on Microsoft Surface Tablets

Microsoft has recently unveiled it's line of Surface tablet computers anticipated out this fall. The Surface features two lines, one with an Intel processor and Windows 8 Pro, the other with an ARM processor and Windows RT.

Windows RT requires applications to use Microsoft's new Metro user interface.

Windows 8 Pro will optionally run either the normal desktop user interface or Metro. The difficulty for software developers is that existing applications do not necessarily support the Metro UI, therefore Windows applications will have to be completely rewritten using new programming methods.



Ashlar-Vellum is currently investigating what it will take to most effectively run our software on both systems. We anticipate that all Ashlar-Vellum v9 applications, including both Graphite CAD and the 3D modeling programs, will run with minimal changes under Windows 8 Pro using the normal Windows user interface. We will wait to determine market acceptance before investing heavily in programming for the Metro UI for Graphite running under RT. Because the ARM processor is not designed for computationally-intensive applications, support for Ashlar-Vellum 3D modeling products are not currently anticipated under RT.