

Ashlar-Vellum Channel Partner Newsletter

March 2009

Reach for *Your Dream*

The *Reach for Your Dream* program is off and running. We've had some nice feedback from customers:

That's very innovative, well done!
— Scott Myers

Ashlar, Good idea! Cheers,
— Louis Mackall

I would like to complement your company on this approach to software sales. All too often companies have the idea that customers should purchase the software before they even know if it is suitable for them. I think your approach is much a more realistic one and I hope that you gain many more clients by this method.
— Paul Bury

This is a fantastic deal. I hope a number of folks take advantage of this. This is much better than the so-called stimulus package.
— T. Alan Russell

Customers

Orbital Expeditions Success Story

Be sure to check out the new success story on Orbital Expeditions. OrbEx, as they are known, is a third-party integrator that brings together civilian rocket builders with scientists, providing low-cost ways to get scientific payloads into space. Greg Jones,

CTO, uses Graphite and Cobalt to conceptualize and design the hardware necessary to put space within easy reach of science, medical, government, civilian and university researchers.

Q1 Design Explorer

The first quarter 2009 *Design Explorer* newsletter went out to customers and prospects the middle of this month. This issued featured the new success

story by Orbital Expeditions and a technical article on the difference between associative and constraint-driven parametric modeling.



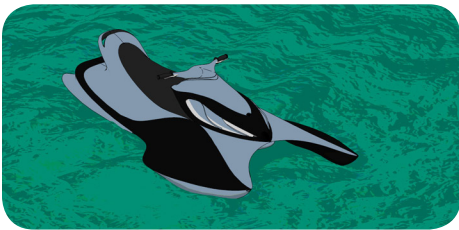
Sketch Rendering

The next service pack, SP2, of Cobalt, Xenon and Argon v8 will include sketch rendering for stills and animations, so that it's easier to make computer-generated models look like hand drawings. Non-photo-realistic sketch rendering brings the artistic and emotional appeal that can be missing for a more realistic photo rendering. These impressionistic or stylized images are particularly

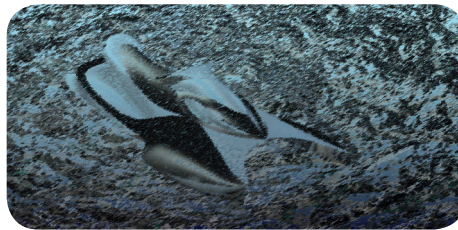
appropriate in the early stages of conceptual design when the idea of completion should be avoided.

Ashlar-Vellum 3D modeling products support the following sketch rendering styles:

- Hatch
- Ink Print
- Lines & Color Fill
- Lines & Shadow
- Mosaic
- Oil Painting
- Rough Pencil
- Soft Pencil
- Stipple
- Cartoon
- Color Wash
- Contour
- Hand Drawn



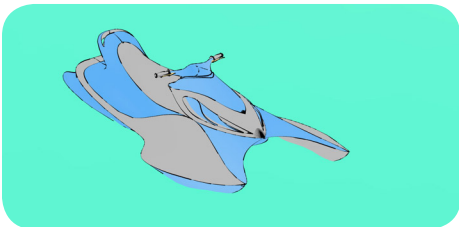
Cartoon



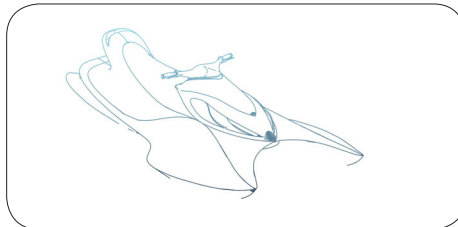
Hatch



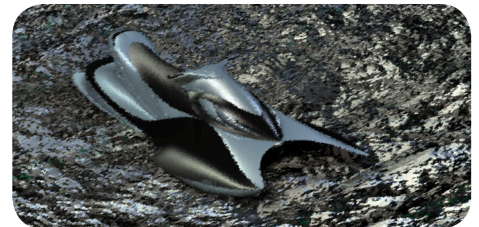
Mosaic



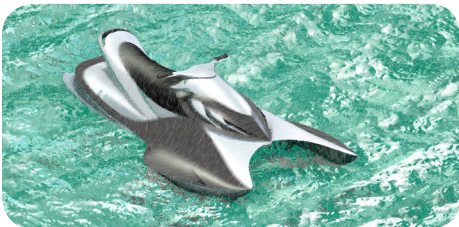
Color Wash



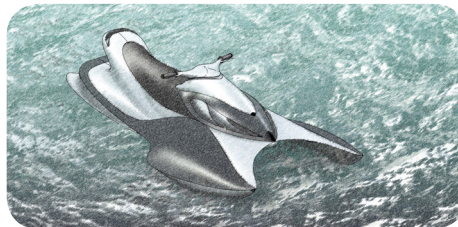
Ink Print



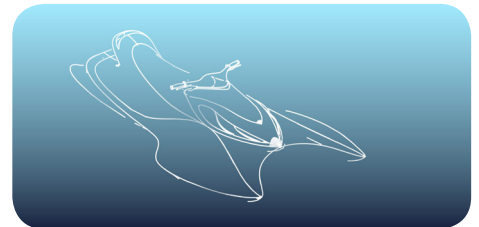
Oil Painting



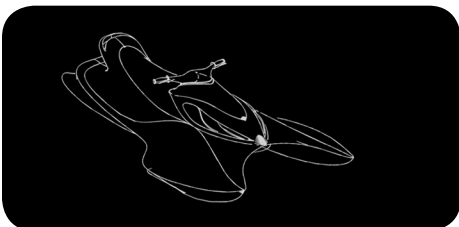
Contour



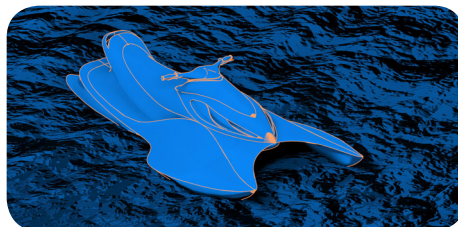
Line & Color Fill



Soft Pencil



Hand Drawn



Line & Shadow



Stipple