![ASHLAR·VELLUM™ — Software that works the way you think.]

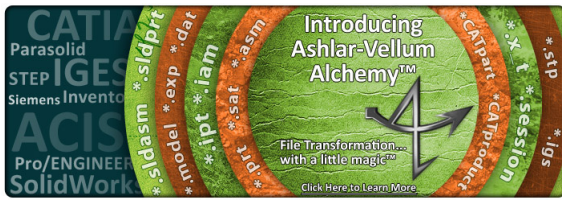# Ashlar-Vellum Channel Partner Newsletter
May 2010

Announcing Alchemy:Essential™ & Alchemy:Adept™

Ashlar-Vellum is proud to announce Alchemy: Essential and Alchemy:Adept, two new file transformation products using technology from Transmagic.

With Ashlar-Vellum Alchemy:Essential and Alchemy: Adept users can open SolidWorks and Autodesk Inventor files directly in Cobalt™, Xenon™ and Argon™ on either Mac or Windows. Using Alchemy: Adept they can also open Catia v5, Pro/E and Siemens NX files.

The Alchemy plug-ins import the geometry from an extensive list of 3D modeling packages. They offer some of the most advanced healing technology available saving hours of manual rework.

Both accessories require v8 SP3 of Cobalt, Xenon or Argon, now in beta.

Prices are $995 for Alchemy:Essential and $2995 for Alchemy:Adept. But for this month while we're still in beta they can be purchased for $595 and $1995 respectively, including full versions upon release.

While in beta we're offering 20% off on upgrades.

Dealer margins are half the normal percentage given on Ashlar-Vellum's own software. To learn more visit the Alchemy product page.

Import From	Alchemy: Essential $995 Beta $595	Alchemy: Adept $2995 Beta $1995
Catia v5 *.CATpart & *.CATproduct, R6-R19		✕
Pro/ENGINEER *.prt, & *.asm, V16-2001, and Wildfire 3 & 4		✕
Unigraphics .prt, V11-18, NX to NX6		✕
SolidWorks *.sldasm & *.sldprt , Version 98-2009	✕	✕
Inventor *.ipt, & *.iam, up to Version 2010	✕	✕
Catia v4 *.model, *.exp, *.dat, *.session, Sequential Files	✕	✕
ACIS .sat, R2-R19	✕	✕
Parasolid .x_t, V10-V20	✕	✕
STEP .stp, AP203-AP214	✕	✕
IGES .igs, up to Version 5.3	✕	✕

ASHLAR▾VELLUM ™
Software that works the way you think.

Ashlar-Vellum & US Subs on SolidSmack

USSubmarines, designer of personal luxury submarines, and long time Ashlar-Vellum customer was written up in SolidSmack several months ago. Bruce Jones, president of USSubs is quoted as saying:

"I think one of the great attractions of this type of interface in this sort of software is that you're not having to make dimensional commitments early on. You can pull and push and play around with the thing which makes it a more creative process. Because design has got to be a creative thing, and the minute you're constrained it gets boring and then you lose your spark."

Click here to read the full article and see some really cool renderings of luxury subs.

U.S. SUBMARINE ENGINEERING LLC.

SolidSmack

Greg Morgan, former Ashlar-Vellum product manager and tech support guru brought the story to our attention.

SolidSmack is a website dedicated to 3D CAD product design and technology. While heavily oriented toward SolidWorks, they do cover other 3D modeling products and occasionally mention Ashlar-Vellum, especially for the Mac.

A Private Test Drive of TestDrive

Ashlar-Vellum is always looking for ways to make our sales process shorter and our customer experience better. One of the things that we want to improve is our prospects' demo experience. With our current download demo process we have little idea how many prospects actually install the software successfully, how many get it to run, and what they are doing when they actually run it.
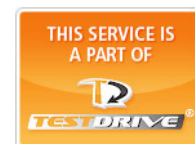
runaware ™

In order to streamline this process we have recently been experimenting with a new technology from Runaware called TestDrive. TestDrive provides instant trials of our software in a web browser on either Mac or Windows.

When a prospect clicks on a link from their Mac- or Windows-based browser, TestDrive launches a server copy of our application using the Windows version. From the time of the click to the time a prospect is actually running the application should be less than two minutes. The software is fully functional but no data can leave the server. Sessions will be limited to 90 minutes, though that time will probably change as we continue to test for optimum results. We are currently working to improve performance for 3D.

So now we need you as our Channel Partners to help us test drive TestDrive. Click here to experience it for yourself, then let us know what you think. The investment in TestDrive technology will not be small so it's important that it works well. That's why we're interested in your perspective.

THIS SERVICE IS A PART OF
TESTDRIVE®

For those customers who still need a full working version for a longer period of time, the 14-day trial will be available upon request. TestDrive will be just one more tool in our kit to help us in our aim to increase sales.