

# Ashlar-Vellum Channel Partner Newsletter

## May 2011

### Website Optimization

Ashlar-Vellum's website optimization for search engines is underway. On Friday, May 20th, Phase One went live with updated home page, product pages, overview pages and the pages related to Organic Workflow. On Friday, the 27th, Phase Two is scheduled for completion, updating the product feature list pages, shop pages, training, accessories, some articles and the gallery. Phase Three, scheduled for June 10th, will include the remaining pages.

The text of each page is being optimized for search engine results, and the layout and graphics changed to work in our favor as much as possible. This is a difficult task since our site is aimed at designers who are far more visually than verbally oriented. Unfortunately, graphics are only searchable by file name. If you now see more text on a page, it's not because we like the sound of our own voice. It's because we must provide supporting content, and text is the only thing on which Google can search.

While we all loved the old, more graphical structure, we realized it would not support the search engines and we would soon be dancing with ourselves. The new layout adds supporting text but still contains the rich graphics, particularly of interesting products designed by our innovative users.



The Leading Developer of CAD & 3D Modeling Software for Mac & Windows



Ashlar-Vellum offers precision software for 2D/3D wireframe computer-aided drafting and 3D solid and surface modeling. Supporting both Mac and Windows, Ashlar-Vellum software is set apart by its intuitive user interface without compromise to power and precision. Designers, engineers and inventors around the world turn to our wireframe drafting and 3D modeling programs to get their jobs done. Originally known as Vellum®, our current CAD and 3D modeling programs still offer the revolutionary Drafting Assistant™ combined with our unique, non-linear Organic Workflow™. These let you think entirely about your design and not about how to run your software. Click here for an overview of our current CAD and 3D modeling products.

Breaking News | Ashlar-Vellum™ Releases Cobalt™, Xenon™ & Argon™ v8 Service Pack 2



### QR Codes on Website

Part of the new optimization includes adding Quick Response bar codes to the pages allowing visitors an easy way to transfer a page quickly to their mobile devices for future reference.



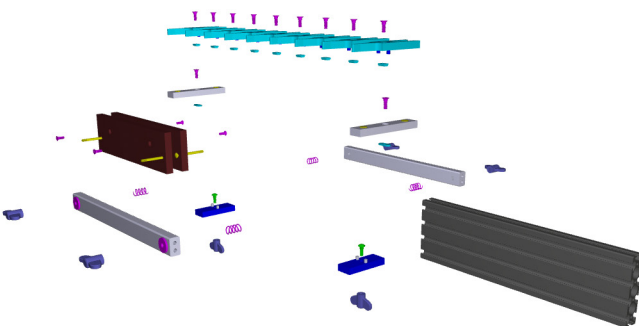
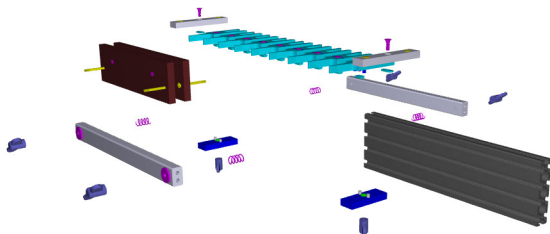
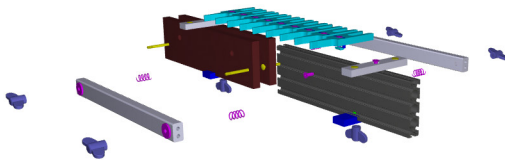
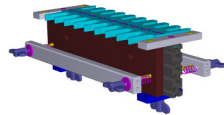
With a QR code reader app installed on the mobile device, point the camera at the QR code and click. The entire page is captured to your mobile for later reference. Look for QR codes in the top section of the pages, just under the main headings, in the path line.

## Animated 3D PDFs Now available through SimLabs

Need to add an animated 3D model to a document? Imprecise 3D animations can be added to PDF documents using SimLab Composer Animation Edition. This \$249 program will render with materials and animate a 3D model created in Cobalt<sup>TM</sup>, Xenon<sup>TM</sup> or Argon<sup>TM</sup>.

Adobe Acrobat Reader must be used to view 3D PDF files. Files must be read by Adobe Acrobat Viewer. Preview on the Mac will not display them correctly.

Katie Jig dovetail jig system model courtesy of Terry Hampton, [www.katiejig.com](http://www.katiejig.com)



Frames of animation extracted from a 3D PDF. [Click here](#) to download and view the PDF with the embedded 3D animation. At nearly 15MB, this file will take a little time to download.

## Graphite Team Preps for v9 with Unicode

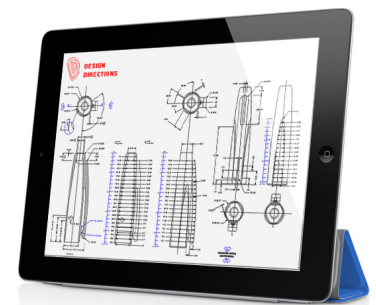
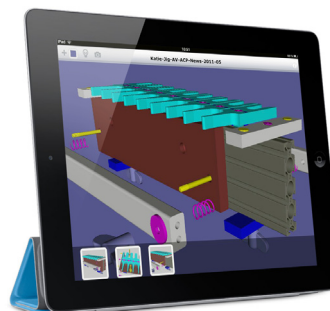
The Graphite<sup>TM</sup> team has implemented Unicode in preparation for v9. This allows better foreign language text compatibility on both Mac and Windows, especially for Asian languages. Now when a file created in a Western language is opened in China for manufacturing, the text will display correctly. When a file created in Japan is sent to the US for review or consultation, again, the text will display correctly in DXF, DWG and VC6 files. The necessary fonts must be present on the system, just as it is for all CAD systems. This is less of an issue on Mac where all Macs worldwide come standard with the same global font list. Now it is easier on the PC with the advent of Windows 7 Ultimate which supports global fonts on every system.

## Ashlar-Vellum Files on the iPad

There are a couple of ways that Ashlar-Vellum files can be easily displayed on an iPad.

For 2D drawings, simply generate a 2D PDF out of Ashlar-Vellum software using the built-in feature under **File > Export**.

Katie Jig displayed in SimLab CAD Viewer on iPad2.



Ballpoint pen detail by Satish Gokhale of Design Directions displayed on the iPad as a 2D PDF.

For 3D models, use one of the SimLab Composer programs (\$99 to \$249) to export a SimLab iPad ZIM file. Then use the SimLab 3D CAD Viewer available in Apple's iPad App Store to view the files on your iPad.