

Ashlar-Vellum Channel Partner Newsletter November 2014

Introducing Kinetics™

In December Ashlar-Vellum will launch:



Intuitive motion simulation for 3D modeling.

Our new Mac and Windows motion simulation software will be OEM'ed from the team at Simlab Soft. See their YouTube video here: <http://youtu.be/5T75bkWbQ-w>.

Work is in progress now for the logo, web pages, product sheets and documentation. Stay tuned for details as they develop. Kinetics will support 3D models created in Cobalt™, Xenon™ or Argon™ or in other modeling software.

Retail pricing is anticipated at US \$495/year for an annual commercial license. During December 2014 only, we'll be offering a special introductory price of US \$295/year or US \$495/2-years. Student licenses will be available. Dealer margins will be different from your normal discounts for this product. Contact Ashlar-Vellum for your specific number.



Robert Bou with Ashraf Sultan, president of Simlab Soft in Amman, Jordan.

Thanksgiving One-Day Sale on Graphite™



Ashlar-Vellum will be running a one-day sale on Graphite v9 offering **20% off** upgrades and new purchase for annual rentals and permanent licenses. Friday, **November 28th** is the day to save. Let your customers know and get your orders in to order.processing@ashlar.com. The office will be open for processing orders and answering technical support emails over the holiday.

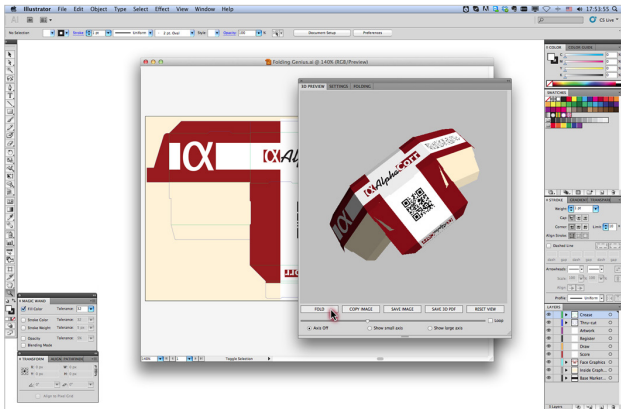
Graphite v9 SP1 HP1



Graphite v9 Service Pack 1 Hot Patch 1 Build 928 has been beta tested among a select user group outside the company and is ready for release this week. Included in this release are a number of fixes and improvements including:

- Support for an unlimited number of fonts on Mac.
- Corrected door symbol angle values.
- Retention of Object dialog box's last open position.
- Better positioning of dialog boxes.

Folding Genius™



AlphaCorr released version 2 of Folding Genius for Adobe Illustrator this month. Intended for AI users who need folded 3D visualization, it uses their existing dieline design files for corrugated packaging and display. Dielines can be created in:

- AlphaCorr Rules, SteelRules or Dieline Genius
- Esko Artios
- Arden Impact
- Adobe Illustrator

Folding Genius for AI is available as a subscription service for US \$195/year, US \$79.95/quarter or US \$29.94/month.

Holiday Hours

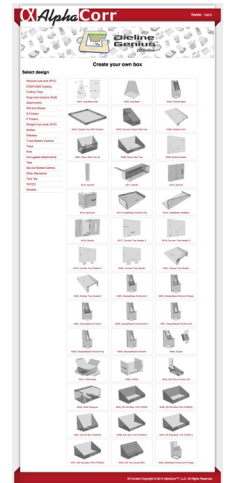


All of us at Ashlar-Vellum and AlphaCorr wish you and yours the best this holiday season. The Ashlar-Vellum order processing department will be open and processing orders from our Graphite sale on Friday, November 28th.

The Ashlar-Vellum and AlphaCorr administrative office will be on reduced staff December 22nd through January 7th. During that time, orders placed will be processed through our European offices. For AlphaCorr, hardware keys will be shipped directly from our supplier. Requests for demos for both companies will be monitored. Technical support will be handled as usual through our website.

Dieline Genius™ 2D Online Live

The AlphaCorr pay-as-you-go design center for customized packaging and point-of-purchase displays went live this month. Now those with little or no box design experience can quickly create corrugated and folding carton material constructions from the library of over 500 resizable designs. Simply modify the parameters and enter a credit card to export the design to the cutting table.



AlphaCorr Turnkey Digital Production System

Need a Complete Solution?

AlphaCorr works seamlessly with Zünd digital cutting and Canon Océ digital printing systems.



840 UV Flatbed Printer





G3 Digital Cutter



AlphaCOTT

AlphaCorr, in cooperation with Zünd and Canon, offers a turnkey solution for short-run display and packaging production. The system features AlphaCorr software, including Rules™ and Folding Genius™ 3D AI Plug-in, working seamlessly with the Zünd G3 digital cutter and any of Canon's Océ Arizona flatbed printers. One call to AlphaCorr coordinates all of a customer's technical support needs. Contact us today for a quote to meet a customer's specific production needs.

Emballage 2014

Last week Robert Bou attended the Emballage 2014 international packaging exhibition in Paris, France. He met with potential technology partners for enhancements to AlphaCorr products and possible distribution partners for the French packaging market.

