Ashlar-Vellum Channel Partner Newsletter
October 2006

v7 SP2, SP3 in Beta

Service Pack 3 for Graphite™ v7 and Service Pack 2 for Cobalt™, Xenon™ and Argon™ v7 are now in external Beta. While users are helping to identify bugs, overall they are very pleased with how well the new releases work. While these service packs have taken us longer than expected, we feel confident they will be released in November.

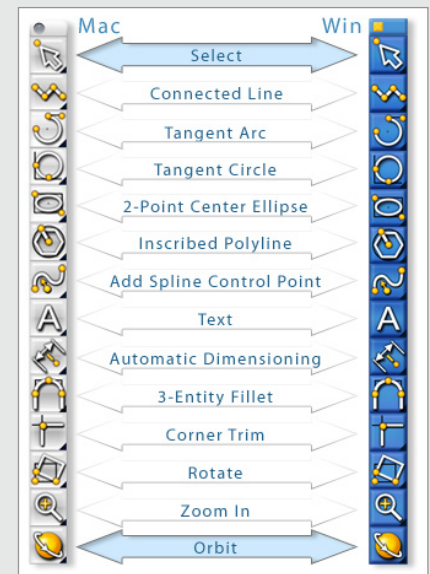An email will be sent to all customers with valid email addresses in the US and Canada notifying them of the free update. A postcard will also be sent, allowing us to maintain and

update contact with those for whom a valid email address is currently unavailable. If you are an international channel partner, you may contact your customers yourself, or work with Ashlar-Vellum's direct email team to send email notifications in your local language.

Arnold CAD Exhibits at URI06

Arnold CAD, Ashlar-Vellum's Swiss distributor exhibited at URI06, an exhibition of Swiss business, industry and service in Altdorf, Uri, Switzerland. From

September 27th to October 1st, 25,000 participants attended the exhibitions, discussions and concerts that made up the event.

New Icon Set of Graphite v8

The new Graphite v8 icons have been completed by our design team and are now in the hands of development for implementation in the new software. Here you'll see a partial list of the new icons for both Windows and Mac.

Karl Gisler and Walter Arnold of Arnold CAD make a great showing at Switzerland's URI06 exhibition.

Again to Kiev

This month Ashlar-Vellum President, Robert Bou and Vice President of Communications, Julie Bou traveled to Kiev. While Robert worked with the Development and QA teams, Julie worked with our goddesses of graphics and communications on the Graphite v8 manual, the new Gallery, Cobalt v8 icons, and various other projects.

Our team in Kiev is growing. Headcount is currently at 29 with new people added as they are found. Getting hired at Ashlar-Vellum Ukraine is a challenge because we are so selective. Anyone being considered for a development position must pass a
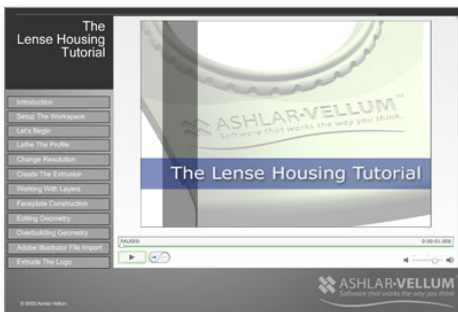
programming test, a logic test and be fluent in English. Employees are then on a one- to three-month probation. While we are very careful in the initial selection process, we still weed out a few in

the probationary period, leaving only the very best on our team for the long haul. This creates a strong family with a great deal of respect among coworkers.

An evening of team building with Rob and Julie and the Ashlar-Vellum Ukraine office.

Lense Housing Tutorial

The new lense housing tutorial is available for download. This 26-minute movie presents a general overview of how to create a semi-complex part in Ashlar-Vellum Cobalt, Xenon and Argon. Although there are some history-based operations in the tutorial that will not pertain to Argon, Argon users will still benefit from the contents of the tutorial.

The tutorial is suitable for both Mac and Windows. Because of the rich video and audio, the file size of the tutorial requires some time to download. On high speed transmission, under optimal conditions it has required 20 minutes or more.

Design Explorer Newsletter

The 3rd Quarter's *Design Explorer* Newsletter went out on the 27th of September to English speaking customers in many parts of the world. In it we featured Troy Starkey's article on *Lighting Techniques for Great Photo-realistic Rendering*. If you missed it, take a look in the **Resource Library** or on the Website under **Community > Design Explorer**.
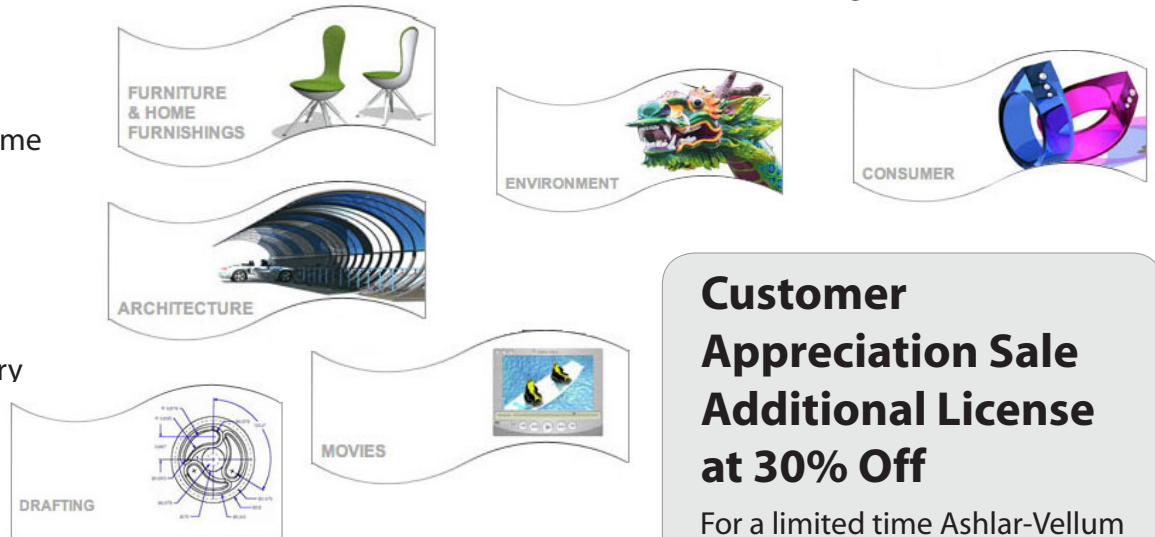
New Gallery

The Gallery on the Ashlar-Vellum Website is being expanded and updated. Visit it next month to see all of the great projects by our users around the world. Gallery wings have been expanded to include:

- Architecture
- Electronics
- Housewares & Home Furnishings
- Furniture
- Consumer
- Packaging
- Medical
- Business & Industry
- Environment
- Mechanical

- Transportation
  - Automotive
  - Marine
  - Aerospace
  - Other

- Student
  - Design Students
  - Girlstart Summer Camp
- Award Winning Designs
- Movies
- Drafting

New Success Stories

Three new success stories are completed and on our website. Download the story in 8.5x11 or A4 paper format to suit your needs.

Flying the Beige Skies of Mars talks about how Bob Parks used Cobalt and Graphite to create the Kitty Hawk III, the first Mars flyer to be designed, built and to set an altitude record.

Cobalt Delivers Speed & Savings shows how Ashlar-Vellum 3D modeling software makes design revisions economical and efficient for both the customer and the designer.

Lounging in Luxury profile's European furniture designer Mark Robson's use of Argon to create luxury indoor and outdoor pieces of unique design using precision 3D.

Customer Appreciation Sale Additional License at 30% Off

For a limited time Ashlar-Vellum is offering all customers with an Ashlar-Vellum license (any version) the ability to buy an additional new license plus a v8 upgrade at a 30% discount. This discount can be passed to a co-worker in the same company or a friend in another company. Emails with coupon codes (representing serial numbers valid to upgrade) will be sent out several times with this offer between now and the end of November.

If you are an Ashlar-Vellum Distributor in a foreign country you are encouraged to make a similar offer as appropriate to your market. Your standard discount will apply to the sale price.

V8 Pricing

The price for the upgrade to Graphite v8 has now stabilized at $495 (e-only) for v7 users and $695 (e-only) for v6 and prior users.

Cobalt, Xenon and Argon prices will continue to increment over the next few months.

Adding CDs to E-only

If a customer in the US or Canada would like to add a CD to the e-only order, the cost is $10 for v7 to v8 and $20 for v6 (and prior) to v7 and then to v8. This includes ground shipping. The cost to you as a dealer will be about $8.25 per disk. For international partners, we assume you will either be manufacturing these disks or will order them in volume. Contact sales@ashlar.com for exact pricing and shipping.

New Licenses

The prices for new v7 licenses with the v8 upgrade are listed below for e-only commercial licenses.

Cobalt	Oct 31, 2006	Nov 30, 2006	Dec 31, 2006	Jan 31, 2007
v7 to v8	$875	$975	$1,075	$1,275
v6, v5 to v7 to v8	$1,345	$1,495	$1,645	$1,845
Solids, 3D+ to v7 to v8	$1,595	$1,795	$1,995	$2,095
Graphite, 3D, 2D, Draft	$2,995	$2,995	$2,995	$3,495

Xenon	Oct 31, 2006	Nov 30, 2006	Dec 31, 2006	Jan 31, 2007
v7 to v8	$675	$775	$875	$975
v6, v5 to v7 to v8	$1,045	$1,145	$1,245	$1,345
Solids, 3D+ to v7 to v8	$1,195	$1,345	$1,495	$1,595
Graphite, 3D, 2D, Draft	$1,995	$1,995	$1,995	$2,495

Argon	Oct 31, 2006	Nov 30, 2006	Dec 31, 2006	Jan 31, 2007
v7 to v8	$275	$325	$375	$475
v6 & Prior to v7 to v8	$445	$495	$545	$645
Solids, Xe, Co to v7 to v8	$395	$395	$395	$395

New license pricing for v8	Oct 31, 2006	Nov 30, 2006	Dec 31, 2006	Jan 31, 2007
Cobalt	$4695	$4795	$4795	$4895
Xenon	$3495	$3595	$3695	$3895
Argon	$1095	$1095	$1095	$1195
Graphite	$1425	$1425	$1425	$1425

All prices in US$.

The Benefits of Cobalt, Xenon & Argon v8 Features

You've seen the list of new features for Cobalt, Xenon and Argon but do you know the benefits? They're listed below for your selling pleasure.

Feature	Benefit	Co	Xe	Ar
Feature arrays.	• Faster execution on large patterns.	Co		
Real-time section profiles and cutaway views in edit window.	• Facilitates design inspection and verification.	Co		
Enhanced rib tool.	• Covers more cases.	Co		
Conditional equations.	• More complete, intelligent geometric constraints.	Co		
Photo-rendered model-to-sheet views.	• Better client presentations. • Photoshop composites not necessary.	Co		
Non-photo-realistic "Sketch" rendering for stills and animations.	• Increased client interaction during design presentations.	Co	Xe	
Real-time environment maps in edit window.	• Interactive feedback on surface aesthetics.	Co	Xe	
Graphite v8	• Compatibility with other Ashlar-Vellum Graphite users.	Co	Xe	
Real-time zebra, normal, curvature & draft check in edit window.	• Interactive feedback on surface aesthetics.	Co	Xe	Ar
Real-time display in 3D of imported scanned hand sketches or other images.	• Significantly easier trace-overs.	Co	Xe	Ar
Direct support for imprinting profile sketches onto surfaces/solids for surface subdivisions.	• Saves five steps.	Co	Xe	Ar
Accelerated Phong and Gouraud shading options for fly-by and walk-through animations.	• Significantly faster rendering for path verification prior to final high quality rendering.	Co	Xe	Ar
Accelerated Phong and Gouraud shading options for render to file.	• Super fast render to file when photo-realism is not required.	Co	Xe	Ar
Photo-realistic environment maps for stills and animations.	• Less set-up time for renderings.	Co	Xe	Ar
Photo-realistic sunlight (from location and date/time) for stills and animations.	• Easier light and shadow studies for architectural design.	Co	Xe	Ar
Photo-realistic fluorescent lights and area lights for stills and animations.	• Improved realism of photo-realistic renderings.	Co	Xe	Ar
Directly move faces and edges in solids without using the specialized local face tools.	• More interactive modeling.	Co	Xe	Ar
Photo-realistic material changes displayed in real time in the edit window.	• Saves hours of time during photo-realistic rendering refinement.	Co	Xe	Ar
Enhance Spacemouse-device support to include Mac (previously on Windows).	• Productivity and comfort for 3D modeling with this high performance motion controller.	Co	Xe	Ar
Multiprocessor photo-realistic rendering and animation on Mac OS X.	• Dramatically decreases rendering time by dividing across all available processing cores.	Co	Xe	Ar
Direct, multi-sheet PDF creation with optionally embedded source and exported files.	• Facilitates accurate archiving, emailing and communication of CAD files.	Co	Xe	Ar
Updated interface with dockable tools/palettes.	• More comfortable, customized workspace for greater productivity.	Co	Xe	Ar
New installer.	• Easily check that latest version is installed. • Compatible with higher security of today's OSs.	Co	Xe	Ar
Universal Binary Support for Intel & Power PC Macs.	• One version natively supports all OS X Macs.	Co	Xe	Ar
Compatible with ACIS 16 & Parasolids 19 for import and export.	• Greater cross-industry file compatibility.	Co	Xe	Ar
Model to Sheet View automatically draws scale as text element.	• Reduces errors.	Co	Xe	Ar
Simplified menus for Text and Dimension fonts and size selection.	• Fewer mouse clicks.	Co	Xe	Ar
Enhanced import/export dialog box featuring target and source software by product name.	• Makes instantly obvious the best format to communicate with different software.	Co	Xe	Ar

High Quality People

Michael Dyrda spearheads our Quality Assurance team in Kiev. His background in mechanical design makes him a valuable asset for testing our software. Michael loves jazz and has recently developed in interest in spelunking. He's also a daily "polar bear" swimmer in Kiev's icy winter waters.

Konstantin Zinchenko leads our IT effort in addition to his responsibilities in QA. A native of Kiev, he grew up in Russia with his grandparents. As a student he attended Kiev Polytechnic Institute, receiving a masters degree in mechanical engineering. Prior to coming to work for us, he was a railway design engineer, designing rail fastening. Konstantin likes bicycling and skating, nature walks and is an avid reader.

Yuriy Mizin grew up in Donetsk, in eastern Ukraine. After graduating from Donetsk Polytechnic Institute he gained diverse experience as a 3D designer of plastic housewares, jewelry and medical products. Yuriy has an excellent ability to find interest in the world around him, often capturing it in photographs.

Anton Dyrda comes from Bila Tserkva, known as "the city of kindness." In high school he was a math and history scholar. After graduation he became a national champion swimmer. Anton is fluent in German. He studied mechanical engineering at the Kiev Polytechnic Institute. He is interested in *Capoeira* and roller racing.

Ludmila Guseva has always had a keen interest in engineering, science and information technology. Growing up in Kiev she set her sights on Kiev Polytechnic Institute, graduating with a degree in Chemical Technology. After graduation she worked as a process engineer on water systems. Ludmila enjoys the parks of Kiev. She likes to read and is a spiced coffee connoisseur, making it in a *cezve*.

Alexander Kukarin, also known as Sasha, leads our technical support. A mechanical engineer by training, he has service and production experience in products as diverse as candy, arch supports, constructiom machinery and diesel engines. Sasha enjoys traveling, especially by yacht.

Articles on Website

Technical articles from past issues of the *Design Explorer* are found on our website under **Support>Articles**. There you'll find an excellent list of reference features including:

- Lighting Techniques for Great Photo-realistic Rendering
- How to Trace Over an Image in Graphite
- Avoiding the ACIS Error Monster
- File Translation Tutorial for 3D Modeling
- File Translation Tutorial for Graphite