Ashlar-Vellum Channel Partner Newsletter
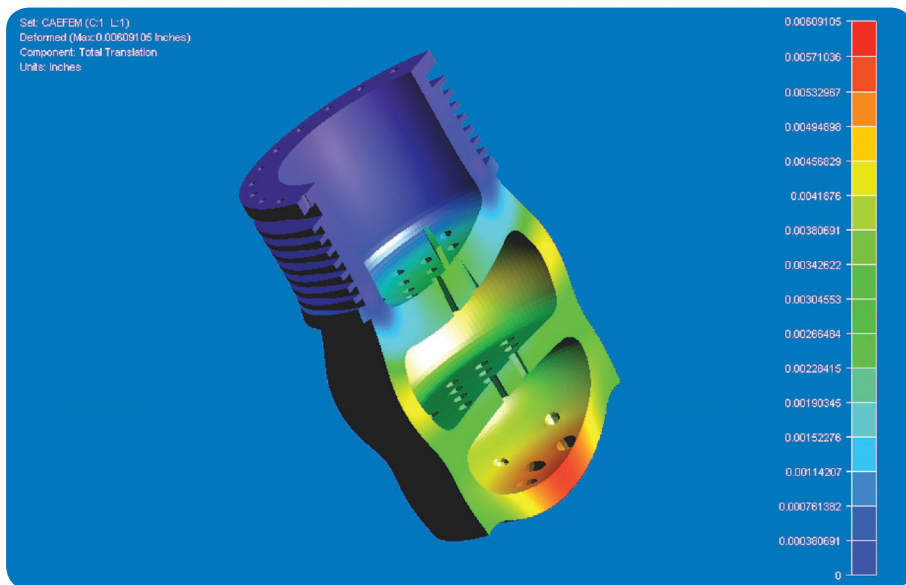# September 2010

Update on Iridium™

We're making progress toward the announcement of Iridium, Ashlar-Vellum's newest software program for product design finite element analysis.
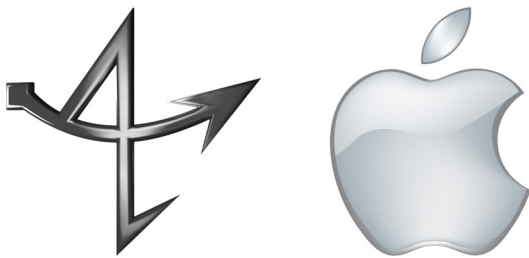
Available in four feature sets at four different price points, Iridium puts the power of finite element analysis in the hands of more people. We anticipate the start of beta testing on Windows in October with the Mac version to follow around the end of the year.

Level Name	Feature Set	Limitations	Price in US$
Limited	• Meshing • Preprocessing • Linear Static Analysis • Normal Modes Analysis • Post Processing	• Parts: 3 per study • Nodes: 25,000 per study	$995
Essential	**Limited +** • Buckling Analysis • Steady State Heat Transfer Analysis • Thermal Stress Analysis	None	$2,995
Isochronal	**Essential +** • Transient Dynamic Response Analysis • Harmonic (Frequency) Response Analysis • Response Spectrum Analysis • Transient Heat Transfer Analysis	None	$4,995
Adept	**Isochronal +** • Nonlinear Static Analysis • Nonlinear Dynamic Analysis • Nonlinear Heat Transfer Analysis	None	$6,995

Alchemy™ Mac Beta

The Mac version of Alchemy, Ashlar-Vellum's new file translation software from Transmagic, will be available shortly as an "early" beta. The software itself is very stable, but has not been customized into our OEM version yet.

Please be aware that during these tough economic times, customers may ask to "demo" the software when all they want is one quick fix to get their project done this week. Because of our licensing agreement and pricing structure, we are unable to offer free demo software to anyone, even our dealers. If a customer asks you for a demo of Alchemy, please forward the file to Ashlar-Vellum's technical support team. We will translate the file and return a portion of the result.

If customers only need a single translation, we offer the service for $35 per file for models up to 10 parts or 1000 surfaces, whichever is greater. For larger models contact Ashlar-Vellum for a quote.

Student Renewal

STU licenses for students and instructors actively teaching design will be expiring in November. Active STU users must re-verify their eligibility for an STU license each year to receive a new registration code. Software versions more than 3 years out of date may not be renewed but may be upgraded into commercial versions. Notification is being sent to those with v7 and v8 licenses encouraging them to renew or upgrade.
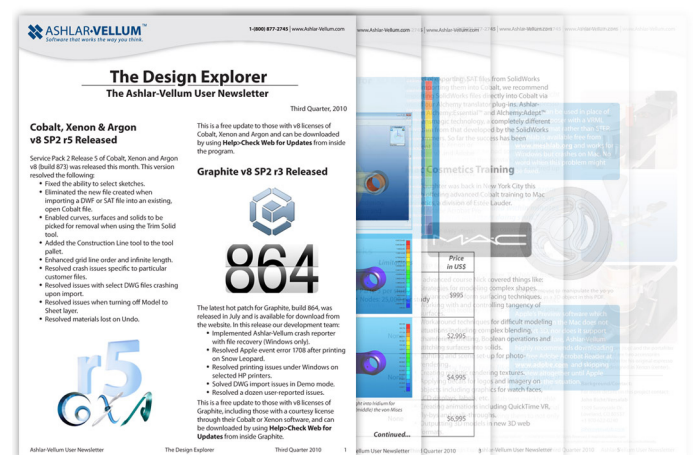
Sketch Rendering

Have you seen the banner on our home page featuring Sketch Rendering with an homage to M.C. Escher? Check it out, then check our sketch rendering feature in Cobalt, Xenon and Argon. We're looking for images of any models for which you've effectively used Sketch Rendering to include in our Gallery.

User Newsletter

The Q3 edition of the *Design Explorer* for 2010 went out this week via email to roughly 20,000 end users and prospects.

Among other things it included:
- News on the latest hot patches for Cobalt, Xenon, Argon and Graphite.
- A preview of Iridium.
- Inserting a 3D objects into PDF files.
- New proven success story on Versalab's espresso accessories.