

Ashlar-Vellum Channel Partner Newsletter

September 2013

New Pricing, New Bundling Introducing Cobalt™ & Xenon™ Solo



In October, Ashlar-Vellum is introducing new pricing and new bundling for our 3D modeling products.

- Cobalt and Xenon will both be optionally sold alone without the courtesy Graphite™ license. These will be known as Cobalt Solo and Xenon Solo.
- The existing 3D modeling products will continue to be sold as is, but with a slight reduction in price.

Prices for new permanent licenses include:

- Cobalt v8 e-only \$2,495
- Cobalt Solo v8 e-only \$1,495
- Xenon v8 e-only \$1,995
- Xenon Solo v8 e-only \$995
- Argon™ v8 e-only \$695

Full materials can continue to be added to any license for \$100.

Upgrade prices from Cobalt and Xenon v6 and v7 to regular Cobalt and Xenon will be adjusted somewhat accordingly. Those details are in the works. Prices will be reflected on the website, but the underlying web store infrastructure, handled by a less agile third party, may take a little longer. Please call Ashlar-Vellum to make sure your customers get the most up-to-date price.

Ashlar-Vellum & AlphaCorr Teams to Switzerland



Five members of the Ashlar-Vellum and AlphaCorr™ teams were in Switzerland in late August/early September to finalize the Zünd Design Center software and to discuss features for the SP1 update and version 2 release. The Zünd Design Center is an Adobe Illustrator plug-in that offers a library of parametric designs, 3D visualization and 3D PDF export. Zünd customers can simply choose a design, change the dimensions, optionally add graphics, and the sample or custom box is ready for the Zünd Cut Center machines.



From left to right: Fedor Lyamchik, Robert Bou, Michael Collins, Lars Bendixen and Vladimir Karpenko in Zünd's headquarters in Altstätten, Switzerland.

Third Quarter User Newsletter

The Q3 13 edition of *The Design Explorer* is in production. This quarter we're featuring:

- New Pricing, New Bundling: *Introducing Cobalt & Xenon Solo*
- Ashlar-Vellum & AlphaCorr Teams to Switzerland
- News on Cobalt v8 sp4
- New on Graphite v9
- Ashlar-Vellum Explores Database Front-end Development
- Dear Ashlar-Vellum...: *32-bit vs 64-bit Software*
- *Simplicity Pays Off Success Story*

Training on the Job Board

The Ashlar-Vellum Job Board is up and running and we're preparing to move to phase two which will include a training page for those users who would like to offer their skills and expertise to train other on our CAD and 3D modeling software. This can be done in person or via screen sharing over the web with the telephone. Instructors will be able to set their own prices, the hours/time zone in which they're available and their areas of expertise.



Discussion of Graphite Limited Edition



GRAPHITE

While the price points of our 3D modeling software have been under discussion this month, so has the price of Graphite, and particularly the debate about releasing a wireframe product with a more limited feature set. We know we don't want to call it Graphite "Lite" but what should it be named? Should it be a derivative of the Graphite name like Graphite Express, or should it be a completely different product name within our Designer Element family, like Carbon? If you have ideas on a great name, send an email to Julie.bou@ashlar.com. If you'd like to weigh in on the pricing structure and feature set of this product, send an email to Robert.bou@ashlar.com.

Goals for Graphite v9



As we shape our products in the months to come we're looking at how to define Graphite amidst the chatter of the marketplace. We face AutoCAD, that 1000 pound gorilla, and the host of clone-like knock-offs that are either too difficult to contemplate using or too simplified to be productive. Ashlar-Vellum is seeking to define Graphite to have a more approachable user interface that appeals to our target market.