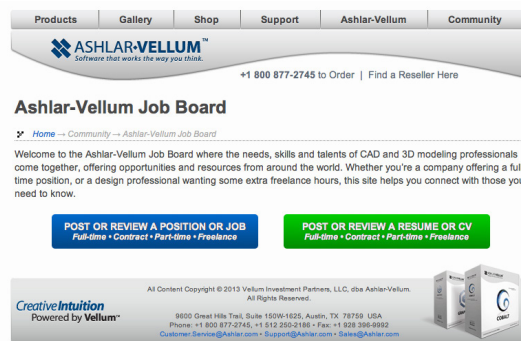


# The Design Explorer

## The Ashlar-Vellum User Newsletter

Second Quarter, 2013

### Announcing the Ashlar-Vellum Job Board



Ashlar-Vellum’s new Job Board connects those looking for skilled design professionals with those looking for all kinds of positions:

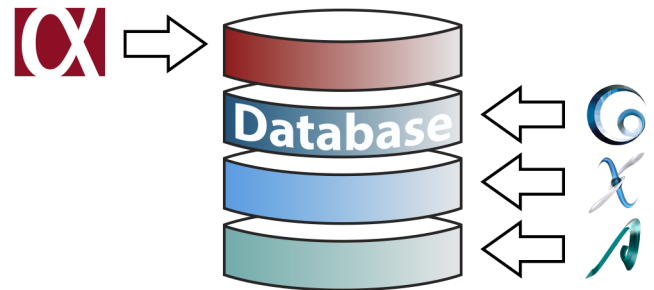
- Full-time
- Part-time
- Freelance
- Contract

[Click here](#) to check out our job board today and connect with other professionals experienced in Ashlar-Vellum software. Post a job opening for a full-time designer in your office, or for just a little freelance help on-demand over the Internet.



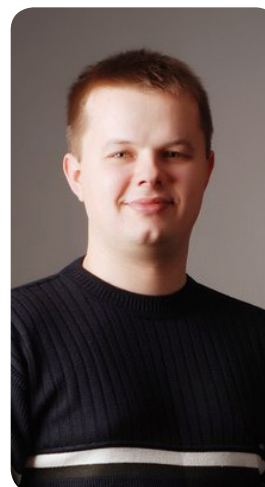
Post a job opening or resume by July 31, 2013 and receive a 20% discount certificate good toward your next purchase of an upgrade or new license. We'll even note it in your customer record to be used at your request.

### Database Management & Workflow



New projects at Ashlar-Vellum find us expanding into database management and workflow, specifically for designers. While the initial focus will be to support our joint venture with AlphaCorr™ software for packaging, point-of-purchase and steel rule die design, the technology will be useful for future versions of Ashlar-Vellum’s Design Elements including Graphite™, Cobalt™, Xenon™ and Argon™.

### Welcome Gene



Evgeniy (Gene) Tolstikhin has joined our team as a database developer. His initial projects will be AlphaCorr related, but will expand to other things as he goes. Gene is a billiard player and reader. He enjoys films and long walks through Kiev where he grew up. A born negotiator, Gene is committed to finding a win-win compromise in all situations in life.

## Augmented Reality



While some would call it a technology looking for an application, augmented reality promises to be a valuable tool for at least two serious claims: helping people see what products will look like and how they might work in the real world. By uploading a 3D model to an augmented reality platform such as Augment, customers can not only visualize the design of a product but see it in its intended environment.



See 3D designs in situ using augmented reality programs such as Augment.



Ashlar-Vellum will be adding direct outputs to augmented reality platforms in the upcoming Version 9 of Cobalt, Xenon, Argon and Graphite, allowing users to insert 3D models into real life images. We've currently done testing with [Augment](#), but expect to also work with other products in this space as applicable.

Robert Bou, president of Ashlar-Vellum, tells us, "We're just beginning to explore the application of augmented reality. The future of AR is phenomenal. Using [Google Glass](#) plus augmented reality, users can look inside objects and get the information they need. For example, when looking at a model of a building using augmented reality, a technician could look inside the walls as if they had x-ray vision to see the important infrastructure such as plumbing diagrams or wiring schematics. It will triple the value of digital documentation in 3D for certain customers and expand the usage of models in certain situations."



Google Glass, a wearable computer with optical head-mounted display.

For AlphaCorr customers, product managers and marketing types could see how proposed packaging and point-of-purchase displays would look in situ on approach or up close.



Click on the QR code to download a 3D model of the literature rack on the right and run it in Augment.

To augment your own reality, scan the [QR code](#) with your mobile device to download a 3D model of a literature display rack done in Ashlar-Vellum Cobalt and AlphaCorr Rules and see it live in your own environment.

## Featured Designer Loggia

We've gathered the designers we've featured on our home page so far into one gallery so that they may perused together. Navigate to the page using the ☰ button on the top right of the Featured Designer box.

The Featured Designer space keeps our home page fresh and our website changing so that search engines stay focused on us, driving customers to our website. More importantly, it shows our customers at work doing all kinds of designs for all kinds of markets. We will continue to frequently add designers from our customer base and would love to include you and the work you're doing with Ashlar-Vellum software. To be part one of our Featured Designers send an email [sales@ashlar.com](mailto:sales@ashlar.com). We'll set up a telephone interview then gather your drawings, models and photographs of you and your designs in action.

### Featured Designers

Designers around the world use Ashlar-Vellum CAD and 3D modeling software on Mac and Windows to conceptualize, develop, manufacture, document and coordinate the logistics of all kinds of new products. See just some of their ideas and work flows here.

		Nick Dearden, product designer and strategic branding consultant uses Ashlar-Vellum Cobalt™ CAD and 3D modeling software across many steps of the design process. Learn more about how this UK designer uses Cobalt to win business, evolve an idea, and manage a dispersed production team.	<b>Featured Designer</b>
		Product designer Bert Losain, of the Netherlands, likes to be involved in every aspect of a product's development and production. He uses Ashlar-Vellum Cobalt™ CAD and 3D modeling software for its flexibility within every step of design process.	<b>Featured Designer</b>
		Consumer and medical products designer, Marc Caloren of M3D Design Services lives in Vancouver, Canada. He uses Ashlar-Vellum Cobalt™ CAD and 3D modeling software to create conceptual designs, visual presentations and rapid prototypes for his clients. Learn more how he uses Cobalt to achieve successful communication and data exchange.	<b>Featured Designer</b>
		High-end cabinet and furniture designer, Fred Puksta, uses Cobalt™ CAD and 3D modeling software both at work and at home. He likes the extreme ease-of-use and particularly how it speeds his development process.	<b>Featured Designer</b>
		Sherwill Design's Jonty Sherwill talks about his love for Ashlar-Vellum Xenon CAD and 3D modeling software allowing him to combine the joy of sketching new ideas while simultaneously creating precision models.	<b>Featured Designer</b>
		An inventor at heart, former contractor Blair Hopper uses Xenon™ CAD and 3D modeling software to solve real world problems. Here's how he used Xenon to design innovative products used in beauty salons around the globe.	<b>Featured Designer</b>
		Brazilian designer Celso Santos loves Cobalt™ CAD and 3D modeling for designing internationally award winning consumer products. See how he uses Cobalt for all aspects of product design and production, packaging, illustrated customer instructions, and even marketing materials.	<b>Featured Designer</b>

## Vellum:accessories



Ashlar-Vellum offers easy CAD and 3D modeling add-on for our Design Elements™ series on both Mac and Windows.

### Vellum:environments

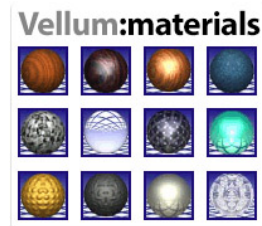
has a set of 15 virtual photography studios, with smooth surfaces that are pre-lit for easy modification. It makes rendering objects modeled in Cobalt, Xenon and Argon a breeze.



**Vellum:tracks** is a set of 13 original royalty-free music tracks to enhance movies made in our 3D modeling programs.



**Vellum:materials** contains 300 prototype surfaces and finishes for easy photo-realistic rendering on objects generated in Cobalt, Xenon and Argon.

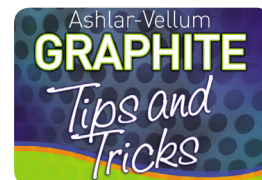


**Vellum:decals** has 300 commonly used decals including digital, hazard, signage and many more, making renderings of 3D modeled objects faster and more realistic.



### Graphite Tips & Tricks

get the inside scoop on running Graphite with this book, making you an expert power user in no time.



## Mud, Snow, Sand, Meet Technology



Trey Hermann's creative impetus for starting Pronghorn Overland Gear came from his need for a bumper for a 1989 Toyota Land Cruiser. He found everything available came in steel, was ugly and very heavy. An experienced industrial designer, Hermann knew that when engineered and fabricated correctly, aluminum was a much better solution. He started designing the bumper using Cobalt™ CAD and 3D modeling software. Soon, one friend after another asked him to build one for their truck. After about the fourth, Hermann realized he had a viable business idea.

A traditional steel off-road bumper, weighing in at roughly 300 pounds (135 kilos), greatly affects the fuel economy, braking, acceleration, handling and off-road performance of a relatively light vehicle like a 4200 pound (1900 kilo) Jeep. Reducing the weight was a major consideration for Pronghorn's design team. He tells us:

***"Using Cobalt and our engineering staff we've been able to go in and very easily optimize the designs and remove material where we don't need it. It's enabled us to very easily visualize where we are over-engineering our product and to take out material where it's simply not doing any good."***

Made of optimally-engineered aluminum, the Pronghorn bumpers are not to be confused with a flimsy soda can. When aluminum is properly designed, it is strong and light just like an aircraft.

Pronghorn's first product to market is the Modular Front End System. This is a front bumper system available in 18 different configurations. Starting with either a standard full width or stub outer bumper (preferable with large diameter tires) the options include grill guards, headlight guards, skid plate, winch mounts, rotatable shackles and other goodies. Made of aluminum, a Pronghorn bumper with all the options weighs only about 88 pounds, less than half the weight of the comparable steel bumper.

The Pronghorn modular aluminum bumper system has a number of competitive advantages in addition to improved handling. The first is shipping costs. A similarly configured product in steel is six feet long and must be delivered on a pallet at around US \$250. A Pronghorn Modular Front End can be sent in three boxes via Fed Ex ground for about \$75 total. Another advantage is Pronghorn's no-modification installation system that reduces or even eliminates labor costs. Hermann credits being able to use CAD files supplied by the auto-makers directly in Cobalt to design one of the few "no-cut no-drill" bumpers available on the market. Finally, aluminum doesn't rust on salty winter roads.

Hermann says Cobalt's precision sped Pronghorn's development process tremendously, allowing them to go from specification to final prototype in seven to eight weeks. Its ease of use allows him to design with confidence without thinking about how to run the software. Hermann tells us:

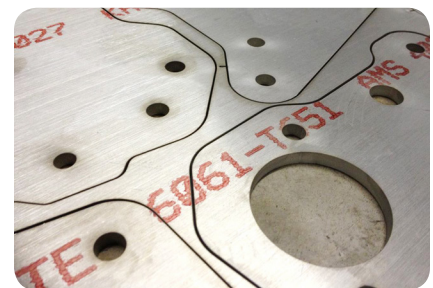
***"It was really the combination of the compatibility with the Macintosh platform and the ease of use. Cobalt is so fast and so easy to use that I think it gives us a huge advantage."***



Two of 18 configurations of Pronghorn's Modular Front End System rendered in Cobalt CAD and 3D modeling software.



Working in the real world.



Aluminum sheets for Pronghorn's multiple configurations are laser and water jet cut according to Cobalt drawings.

### Background/Contact

For more details on this project contact:

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