The Design Explorer
The Ashlar-Vellum User Newsletter

Third Quarter, 2009

Reach for *Your* Dream

The *Reach for* Your *Dream* program is off and running. We've had some nice feedback from customers:

That's very innovative, well done!
— Scott Myers

Ashlar, Good idea! Cheers,
— Louis Mackall

This is a fantastic deal. I hope a number of folks take advantage of this. This is much better than the so-called stimulus package.
— T. Alan Russell

Customers

I would like to complement your company on this approach to software sales. All too often companies have the idea that customers should purchase the software before they even know if it is suitable for them. I think your approach is much a more realistic one and I hope that you gain many more clients by this method.
— Paul Bury

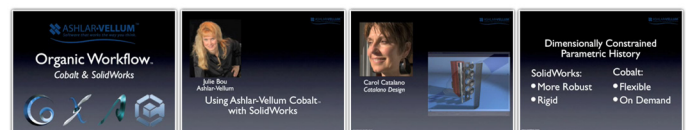## Check out Ashlar-Vellum on eCorpTV

The Ashlar-Vellum movies *Introduction to Organic Workflow* and *Cobalt & SolidWorks* are both now live on eCorpTV.

eCorpTV is dedicated exclusively to business video sharing. Businesses large and small use eCorpTV to present marketing and business videos in a professional web environment, without the clutter of consumer video sharing sites. Links to these videos will be included in an upcoming version of *PD&D Design Daily*, the on-line newsletter for product designers. Check out the movies at the links under the frame stripes.

Organic Workflow Movie

Cobalt & SolidWorks Movie

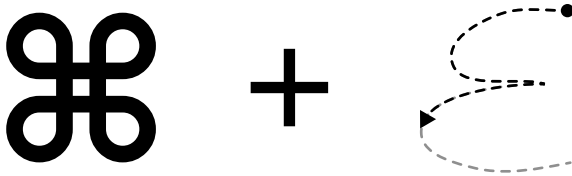# Cobalt, Xenon & Argon v8 SP2

Service Pack 2 for Cobalt, Xenon and Argon v8 is in final testing and anticipated to be released momentarily. It will be accessible from **Help>Check Web for Updates** to those on v8. Included in Service Pack 2 are over 40 bug fixes and optimizations, plus the following enhancements:

- User-defined Stroke Shortcuts
- Layer Sets
- Sketch Rendering
- Enhanced Drafting Assistant
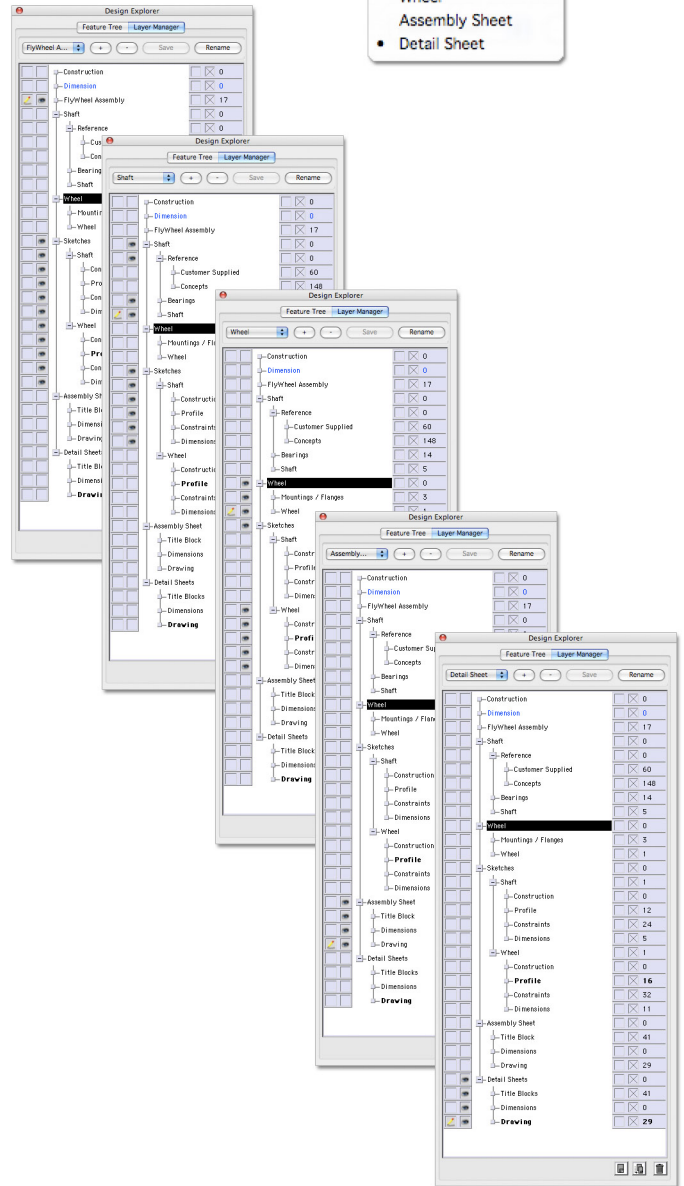- Revised Model-to-Sheet
- Help>Tutorials
- Files>Samples

Stroke Shortcuts

Stroke shortcuts allow users to define a stroke (mouse motion with the Command key on Mac or Ctrl+Shirt keys on Windows) for any short cut that activates a menu command or icon.

Layer Sets

Layers may now be assigned to various sets making it easy to visually turn on and off appropriate visual aspects of a model. The number of layer sets is virtually unlimited with layers can be assigned to as many sets as necessary.
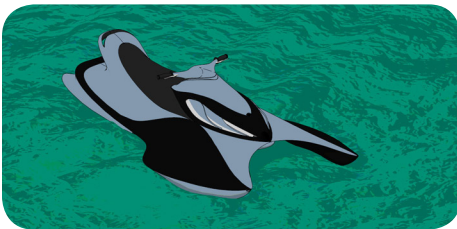
Continued...

Sketch Rendering

Sketch rendering for stills and animations makes it easier for computer-generated models to look hand drawn. By avoiding the photo-realistic rendering look, artistic and emotional appeal can be brought out in the design. It is particularly appropriate in the early stages of conceptual design to avoid the feeling of completion. Sketch styles include:
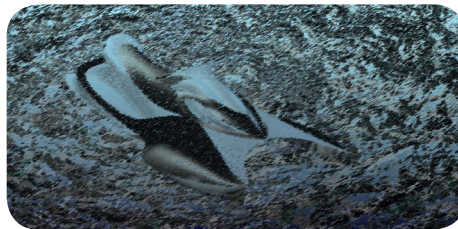
- Cartoon
- Color Wash
- Contour

- Hand Drawn
- Hatch
- Ink Print
- Line & Color Fill
- Line & Shadow
- Mosaic
- Oil Painting
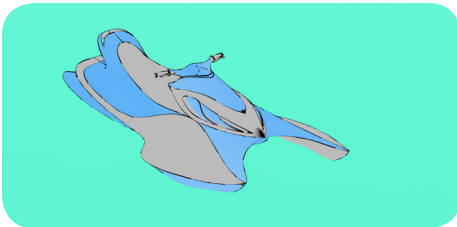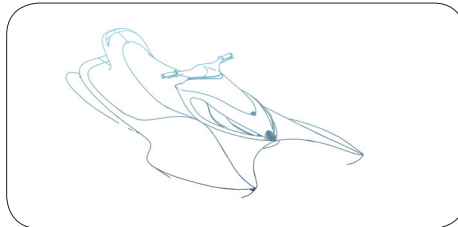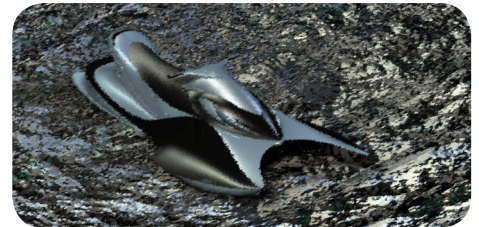- Rough Pencil
- Soft Pencil
- Stipple

Cartoon
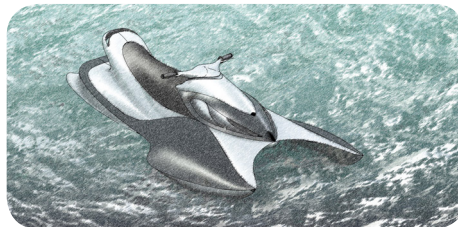

Hatch

Mosaic

Color Wash

Ink Print

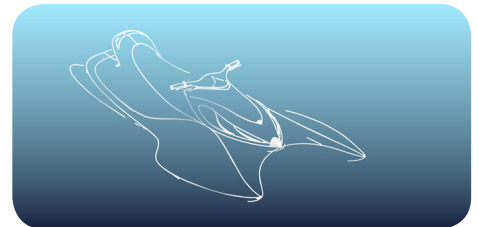*Oil Painting*
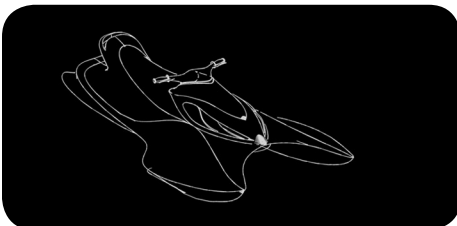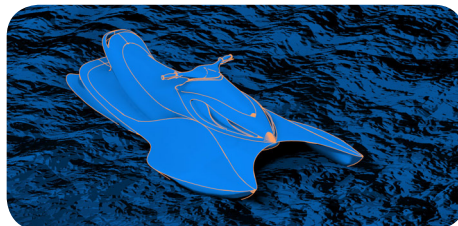

Contour

Line & Color Fill

Soft Pencil
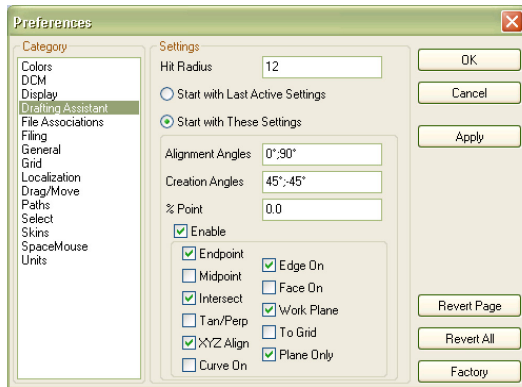

Hand Drawn

Line & Shadow

Stipple

Continued...

Enhanced Drafting Assistant Preferences

It is now possible to save the preference settings for the Drafting Assistant with two options. One way tells the software to always open the program with the last settings specified. The other way tells the software to always open the program with a standardized set of user-specified preferences.
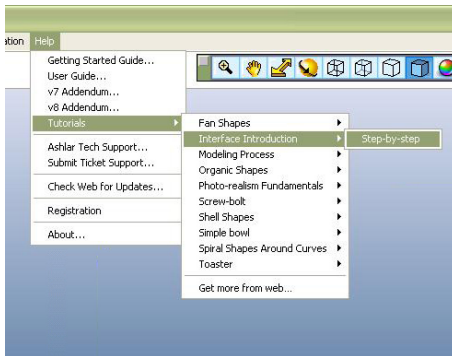
Revised Model-to-Sheet Dialog Box

The dialog box supporting Model-to-Sheet has been improved to allow better use of predefined templates that are included with the program. It also provides an explanation of where to find these templates that are stored on the system.

Help>Tutorials

Easy access to our 3D modeling tutorials has been added to the Cobalt, Xenon and Argon through the Help menu.
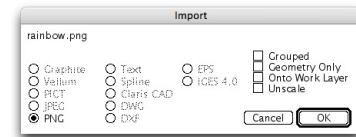
File>Samples

A new command has been added to the File menu making it easier for users to find sample files.

JPEG and PNG Import Supported in Graphite

The most recent build of Graphite v8, build 848, now supports the import of JPEG and PNG files. Simply use **File>Import** to bring these file types into a Graphite file.

Customer Feedback

In the midst of economic depression, it's always nice to hear good things from our customers like this email from Kirk Kunkel:

"COOL! I've drawn my first little part. A solid cube with a hole cut through it and a chamfer and radius where the radius meets the top of the cube. I've been using Gibbs CAM for a few weeks now and needed to be able to modify a drawing one of our customers drew improperly. With their drawing I couldn't surface the part properly. After two weeks
I still couldn't begin to properly alter the drawing in question using Gibbs. After a couple of hours of instruction on Solid Works I was able to draw the offending dimensions. With Cobalt I was able to draw everything as I need it in just a few minutes with NO INSTRUCTION whatsoever. This is the type of intuitive software I was hoping to find.
I can't tell you how much I appreciate this opportunity to use your demo software. Thanks again for all your help.

Sincerely, Kirk Paul Kunkel. "

Rather Be Fishing?

Cabela's, the world's foremost outfitter for hunting, fishing and outdoor gear, has made quality products one of its core values since its inception in 1961, when the company was started on Dick and Mary Cabela's kitchen table. Today, as the nation's largest direct marketer of outdoor outfitting merchandise, Cabela's ships over 7 million customer orders every year through its catalogues and web site, and completes in excess of 6 million sales transactions through its nine mega-store retail outlets.

Because of the rigors of outdoor outfitting, and the superior quality demanded by their customers, Cabela's fishing gear designer, Chuck Villarreal, is always looking for ways to improve their product line and get new designs to market faster.

Classically-trained, Villarreal wasn't thrilled about moving to CAD from his t-square and drafting board. He found it cumbersome and unwieldy to accomplish his designs...until he found Ashlar-Vellum™ Graphite™.
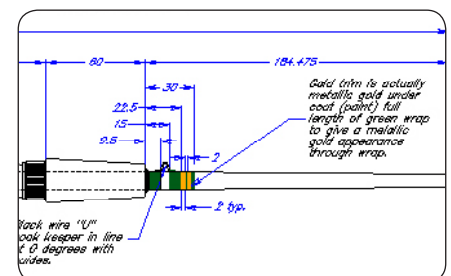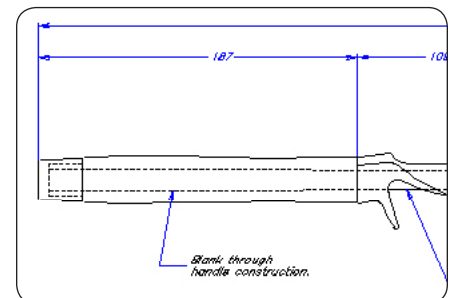
"This program was so simple to learn I was productive in two days. Later, after attending training I became a rocket."

Villarreal found Graphite to be a perfect match for his job of writing technical specifications and developing new products for the Fishing, Marine and Hard Goods divisions at Cabela's. As one person trying to keep up with literally thousands of items, he requires a program that gets the job done quickly, with the highly accurate, detailed manufacturing drawings he demands. Says Villarreal, "Graphite's 2D and 3D wireframe capabilities, along with the many features and file translation capabilities, are perfectly suited to allow me to do just that."

Graphite's unique user interface allows Villarreal to think through his ideas as he works, perfecting the design without worrying about how to run his software. All other CAD packages offer far less flexibility in moving from concept through completed drawing. Because of Graphite's supreme accuracy as a CAD package, Villlarreal can send his designs directly to manufacturing with confidence.

Chuck Villarreal, fishing gear designer for Cabela's, lands an over 30 pound Mahi Mahi using gear designed in Graphite.

Details of a precision drawing for a new fishing pole designed by Chuck Villarreal in Graphite.

Background/Contact:

For more details on this project contact:

Cabela's
One Cabela Dr
Sidney, NE 69160

Phone: 308-254-7992

E-mail: cvillar@cabelas.com

Taking the Devil out of the Details with Cobalt™

Martin Brunt of Seattle Spiral builds 3D signs and environmental graphics that cost millions of dollars. Cobalt is a success for Brunt, giving him the edge to become the industry pace setter.

Brunt started using Ashlar-Vellum™ software in 1993 when it was known as Vellum 3D. Through the years he's upgraded into Cobalt, citing it as a turning point in his business. Getting started in a three-day workshop, he then put the software to work in his design and fabrication business.

Cobalt gave Brunt the competitive edge from the start, designing 3-dimensional signs and environmental graphics with complex geometry, that required structural engineering and design interface for city permit approval. As a master craftsman, Brunt understood how to build things. He knew what the production shop required and what the engineers needed. He found Ashlar-Vellum software ideal for quickly creating complex geometry.

"After one year I was able to compete with the big companies and their CAD operators that used AutoCAD," says Brunt. "When I started doing site surveys and permit drawings on-site using Cobalt on my laptop, my business started to build really quickly." After spending a couple of hours of design time with the client sitting in their lunchroom, Brunt had the design and approval process completed.

"Cobalt's precision detail and export features made production two to three times faster. In short, the project was ready for production before the big companies ever sent out the surveyor."

The clients love it. As a small company, Brunt says he completes 10 to 20 times the work volume through innovations provided using Cobalt.

Cobalt helped Seattle Spiral move in a new company direction, completing international projects, including fabrication of metal atrium trees for Hong Kong's elegant Langham Place. Brunt says, "Cobalt's solid modeling was the reason for our success in Asia. Once the production model was un-folded and flattened, it became a production language that over 50 non-English speaking craftsmen in mainland China could understand."

Brunt's parting words of advice, "Detail it with Cobalt, pass it to production and have fun! Cobalt takes the devil out of the details."

Brunt designed and fabricated 11 of these Chinese dragons using Cobalt for Seattle's International District.

These metal atrium trees were designed in Cobalt and fabricated in China, using Cobalt as a "production language" easily understood by non-English craftsmen.

Three-dimensional signs, like this one for Top Pot Doughnuts, are just some of the interesting things Brunt designs in Cobalt.

Background/Contact:

Seattle Spiral
4885 Lakehurst Ln. SE
Bellevue WA 98006

Phone: (425) 943-0042

Website: www.SeattleSpiral.com