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For immediate release.

Ashlar-Vellum™ Announces Competitive Comparison

August 15, 2012, Austin, TX. Ashlar-Vellum announced today a new competitive comparison contrasting their Organic Workflow™ design paradigm with seven of the biggest competitors in the 3D modeling industry.

Ashlar-Vellum showed how their Cobalt™ software uniquely supports the five basic tenets of the Organic Workflow philosophy more effectively than any other software, including:

- A non-linear workflow
- Parametric history on demand
- Transparent tools
- Holistic tool palette
- Continuous cross-team communications

Competitors included in the comparison are Alibre, SpaceClaim, KeyCreator, SolidThinking, Autodesk Inventor, Autodesk Alias and SolidWorks.

The analysis will be included next month in the Ashlar-Vellum user newsletter, *The Design Explorer*, and posted to their website at www.ashlar.com under the Products menu.

Robert Bou, president of Ashlar-Vellum remarked, "It's because we consider the designer's environment as a whole that Ashlar-Vellum software is so much more productive for many product designers, particularly non-linear thinkers who tend to think outside the box."

About Ashlar-Vellum

Founded in 1988, Ashlar-Vellum is the leading provider of precision CAD and 3D modeling software that automates and simplifies the design process for drafting, design, and engineering professionals on both Macintosh and Windows platforms. Ashlar-Vellum's unique Organic Workflow™ featuring their renowned Vellum® user interface and powerful toolsets have earned the loyalty of innovators around the world. Ashlar-Vellum operates from its headquarters in Austin, Texas. To learn more call +1 800-877-2745 or visit www.ashlar.com.

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