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For immediate release.

## **Ashlar-Vellum™ Receives Global Product Differentiation Excellence Award from Frost & Sullivan**

**February 5, 2013, Austin, TX.** Ashlar-Vellum announces the receipt of the 2012 Global Product Differentiation Excellence Award in Computer-Aided Design & Modeling Software from market research firm Frost & Sullivan.

Frost & Sullivan sets Ashlar-Vellum CAD and 3D modeling software above it's competitors because:

“In comparison to other market participants, Frost & Sullivan points out that what Ashlar-Vellum has accomplished in its Cobalt product with the Organic Workflow design process is true differentiation by providing design software that is modeled after realistic, human creative product development process. This solution does not impose a fixed design process on the user. Cobalt essentially behaves like an intuitive extension of a creative designer's internal thought process during conceptualization and design.

The report goes on to specify:

“The primary difference between Ashlar-Vellum's product and other solutions available on the market is not the depth of Cobalt's features, but the availability of all the features in a holistic, transparent way that enables the user to create concepts in an intuitive, unobstructed manner.”

“Ashlar-Vellum's Organic Workflow proves that the vendor genuinely understands its customers.”

Robert Bou, president of Ashlar-Vellum, commented, “We are pleased to be recognized as leaders in the industry in this way. Ashlar-Vellum is committed to developing powerful design tools with the most intuitive user interface possible.”

Having been granted the award in October 2012, Frost & Sullivan reserved the right to release the information exclusively to their own subscribers. Ashlar-Vellum has just now received permission to announce the award publicly.

### **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 inventors 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](http://www.ashlar.com).

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