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Ashlar-Vellum™ Announces Organic Workflow™

April 11, 2008, Austin, TX. Ashlar-Vellum introduced this week their new product design philosophy of Organic Workflow at the Congress of the Future of Engineering Software in Scottsdale, AZ.

Organic Workflow is what Ashlar-Vellum calls the non-linear creative process that allows designers to create outstanding products through easy design iteration, transparent tools and hands-on control of the production process.

Ashlar-Vellum President, Robert Bou, commented, “Ashlar-Vellum’s philosophy of Organic Workflow provides greater productivity in two ways. First, by enabling greater creativity through transparent tools that work as an extension of the designer without technical distractions. Second, once that creativity has gelled, Organic Workflow enables the communication of those ideas as quickly as possible to others on the team. This includes minimal button clicks and easy design iteration so that last minute changes can ripple through dozens of documents as needed.”

Software that supports Organic Workflow allows a designer to start anywhere in the design process, move freely in any direction, sustain change while maintaining integrity and gather inspiration along the way. Ashlar-Vellum uniquely supports Organic Workflow through:

- Non-linear Workflow
- Parametric History on Demand
- Transparent Tools
- Holistic Tool Palette
- Continuous Cross-team Communications

Non-linear Workflow

An organic workflow is a non-linear or non-serial workflow. It fosters flexibility, spontaneity and free play by the designer as he or she works through ideas and tries new things.

Parametric History on Demand

Parametric history is a designer’s most powerful tool, making design changes fast and easy. But it can also constrain creativity and become a bother. If a designer is free to use parametric history when needed, yet ignore it during the times when it’s not, it greatly increases the creative process. Ashlar-Vellum Cobalt and Xenon software uniquely allows designers to use history on demand to explore a design as best fits the process. (History is not available in Argon.)

Transparent Tools

Like all great tools, product design software must disappear into the background, becoming an automatic extension of the designer as he or she concentrates on the project at hand. Ashlar-Vellum tools are so transparent they don't require the designer to think about them. They work the way a designer thinks. They are easy to learn and allow the designer to simply play.

Holistic Tool Palette

Designers require a holistically integrated palette of both engineering and design tools that includes wireframes, solids and surfaces without switching from one mode to another. They want to freely sketch, develop the model, provide photo-realistic renderings, animations and precision engineering drawings, using the same program. Ashlar-Vellum provides a uniquely holistic palette of tools giving designers power that was previously only available to engineers.

Continuous Cross-team Communications

Because product design is an organic process, different deliverables are required by different people along the way. Our software never demands that X, Y and Z be completed before A, B or C can be shown. Pass any type of 2D or 3D data to any part of your team at any point in the process.

Ashlar-Vellum designers create some of the most amazing products in the world. By starting with a designer's point of view and being allowed to experiment, explore and play, they not only make their designs come alive they make life better.

For more information, view the 27-minute movie featuring 15 designers from around the world at <http://www.ashlar.com/sections/support/tutorials/organic-workflow-movie/organic-workflow.html>.

About Ashlar Incorporated

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 the Macintosh and Windows platforms. Ashlar-Vellum's 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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