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**CADKEY, INC. Acquires Microtecture Corporation**

CADKEY, INC. announced on June 6, 1989, at A/E/C SYSTEMS '89 in Anaheim, California, its agreement to acquire Microtecture Corporation of Charlottesville, Virginia. This acquisition represents the merger of two, truly 3-D CAD companies, a union of strengths. Each company's products occupy a leading position in its market segment. CADKEY 3™ is the most widely used CAD software product for mechanical engineering in the world. DataCAD™ is the second most widely used CAD product for architectural, engineering and construction applications in the world. The American Institute of Architects has formally honored DataCAD. DataCAD is the only computer-aided design product that AIA has ever recommended to the organization's 30,000 members.

"Both CADKEY, INC. and Microtecture Corporation are excited by this acquisition," said Livingston Davies, President and co-founder of CADKEY, INC. "CADKEY and DataCAD have occupied similar places in their markets over the past few years, and both are premium-quality products in their respective mechanical and A/E/C markets."

"This is really a merger of synergies!" said Ted Heywood, Director of Manufacturing and A/E/C Systems at CADKEY, INC. CADKEY's synergy with Microtecture exists on at least three levels. Both companies' products have been truly three-dimensional since inception. Both companies have similar distribution channels. And, both companies products enjoy a wide range of value-added software products created by third-party developers.

In an article comparing Arris™, AutoCAD™, Cadvance™, DataCAD™, Drawbase™, Point Line™, and Versacad™ that appeared in the February 1989 issue of Architecture, Edward W. Wenzler and Bruce F. George, members of the American Institute of Architects, wrote:

*DataCAD has it all -- architectural orientation, one of the best 3-D functions, seamless integration between 2-D and 3-D, a competitive database, programming language, shading/rendering, and low cost. In each of these categories, DataCAD is best or among the best, leading us to the inescapable conclusion that no other CADD program has the range of capabilities and ease of use demonstrated by DataCAD.*

*Microtecture...has made an obvious commitment to meet the needs of architects. ... When we started this evaluation, we expected all seven CADD programs to offer roughly the same features. This proved not to be the case.*

*DataCAD ... is the only program we recommend without reservation.*

Other products offered by Microecture include DC Modeler™ (a 3-D design and editing package), DataCAD Velocity™ (a photo-realistic, high-resolution, 3-D solid-rendering system), and DataMERGETM (a PC-based program that combines all the elements of building design and construction into a single database).

Founded in 1983 by professionals actively working in architectural engineering and construction engineering, Microecture has always developed software applications targeted for use by A/E/C firms. CADKEY's acquisition of Microecture "catapults CADKEY, INC. into the leading ranks of A/E/C CAD suppliers," said Livingston Davies. "It represents a horizontal diversification of CADKEY's product line and establishes CADKEY as a clear #2 in the overall PC-CAD market."

## WELCOME NEW DEALER!

CADKEY takes great pleasure in announcing that a new dealer has recently joined us...

CADKEY/Colorado, division of CTR Business Systems, Inc., Chris Benes, Regional Sales Manager.

We look forward to a long and mutually profitable relationship with you. And, if we may be of service to you, please do not hesitate to call.

## TRAINING SCHEDULE AT CADKEY, INC.

We have Training dates at CADKEY's World Headquarters in Manchester, Connecticut, scheduled through August, 1989. Please call Lisa Varvelli in the Product Support Department to register, (203) 647-0220.

Course	July	Aug.	Sept.	Oct.
Introduction to CADKEY 3	17-19	7-9 28-30		16-18
Advanced Geometric Modeling	20-21	10-11	7-8	19-20
System Customization	26-28		13-15	25-27
Introduction to CADL	31-2		18-20	31-2
CADKEY SOLIDS	24-25		11-12	23-24

## TRADE SHOW UPDATE

See CADKEY at the following trade shows in 1989:

**AUSGRAPH**, July 10-14  
Darling Harbor Convention Center  
Sydney, Australia

**AUTOFACT**, October 31 - November 2  
Cobo Conference Center  
Detroit, MI, Booth #2300

**SIGGRAPH**, August 1-4  
Hynes Convention Center  
Boston, MA, Booth #2921

**COMDEX / FALL '89**, November 13-18  
Las Vegas Convention Center  
Las Vegas, NV, Booth #W0148

**FEDERAL COMPUTER CONFERENCE**, October 23-25  
Washington Convention Center  
Washington, DC, Booth #2718

Call Danielle Provencio for the availability of discounted admission tickets one month before the show.

## Dealers Present CADKEY 3 at Regional Trade Shows

**5th INTERNATIONAL FORUM ON MICRO-BASED CAD**, July 19-21  
Sheraton Imperial Hotel  
Research Triangle Park, NC  
Eutectic Electronics

**SME APEX SHOW**, September 12-14  
Grand Center, Grand Rapids, MI

**NCGA C<sup>4</sup> (CAD, CAM, CAE, CIM)**  
September 13-15  
Santa Clara Convention Center  
Santa Clara, CA, Booth #206-208  
Poelman's Design Service

**ROCHESTER MACHINE TOOL SHOW**  
September 13-15  
Rochester Convention Center  
Rochester, NY  
CNC Systems

**ROCHESTER COMPUTER AND BUSINESS SHOW**, September 19-21  
Riverside Convention Center  
Rochester, NY, Booth #131-133  
QMC Technologies, Inc.

**SME APEX SHOW**, September 26-28  
Sabin Cincinnati Convention Center  
Cincinnati, OH

**CENTRAL OHIO INDUSTRIAL PRODUCT EXHIBITION**, September 27-28  
Ohio Center, Columbus, OH, Booth #206

**SME APEX SHOW**, October 3-5  
Infomart, Dallas, TX, Booth #307  
MLC CAD Systems

**FABTECH INTERNATIONAL**, October 9-12  
Chicago O'Hare Exposition Center  
Chicago, IL, Booth #1038  
Anderson-O'Brien Associates

**BUFFALO COMPUTER AND BUSINESS SHOW**, October 10-12  
Buffalo Convention Center  
Buffalo, NY, Booth #255-257  
QMC Technologies

**SME APEX SHOW**, October 10-12  
St. Paul Civic Center  
St. Paul, MN, Booth #321  
Anderson-O'Brien Associates

**COMPUTER AND OFFICE AUTOMATION EXPO**, October 11-12  
Astrohall, Dallas, TX  
MLC CAD Systems

**TENNESSEE INDUSTRIAL SHOW**, November 14-15  
Chattanooga Convention Center  
Chattanooga, TN

**DAYTON INDUSTRIAL EXHIBITION**, December 5-7  
Dayton Convention Center  
Dayton, OH

## CONGRATULATIONS Progressive Computing!

CADKEY is pleased to announce that Progressive Computing Company of Cleveland, Ohio, will serve as a CADKEY MASTER DEALER. Larry Boardman, CADKEY's Sales Engineer for the Mid-West and the Middle-Atlantic states, presented Mark Orzen, President of Progressive Computing, with a plaque innaugurating his company's new status at a recent users' group meeting in Ohio. Progressive Computing is now responsible for supporting more than eight local CADKEY dealers in Ohio. The territory encompasses all of Ohio, except the Cincinnati and Dayton areas.

Prior to the users' group meeting, all of the CADKEY dealers who will now be turning to Progressive Computing for local supply and support, met to address practical questions and concerns. Their overwhelming opinion was that this new arrangement is going to help them to sell more CADKEY and CADKEY-related products. Several non-CADKEY dealers expressed interest in becoming Authorized CADKEY dealers, or in working with CADKEY in some way.

Progressive Computing has enjoyed outstanding, continuous growth during the past three years. "Becoming a Master Dealership has been our goal since 1985," Mark Orzen said. "With this regionalized MASTER DEALER program, we look forward to enhancing local CADKEY support, advanced training, dealership activity, and sales growth."

All of us at CADKEY congratulate Mark Orzen and Progressive Computing. We wish them the best.

### **THIRD-PARTY NEWS**

## **New Entries Being Accepted For 1989-1990 Engineering Guide**

1988 has been another year of record growth for CADKEY and its third-party solutions partners. The demand for CADKEY-compatible products continues to grow at an astonishing rate. The first step in gaining exposure for a compatible program is to get it listed in the *CADKEY Engineering Guide*. With over 10,000 copies printed, the *Engineering Guide* is distributed to our 250 national dealers and 30 international distributors. It is also provided at trade shows and users' group meetings.

If you have a CADKEY-compatible product that you would like to market, or if you know of a someone who does, then we would like to know about it. Applications are currently being accepted for new entries in the *1989-1990 CADKEY Engineering Guide*.

In addition to the new *Engineering Guide*, CADKEY has established two new programs to help CADKEY solutions partners market their products. We have set up a "Third-Party Mailing Service" to distribute third-party literature to dealers, international distributors and end-users. For a set fee, CADKEY will fulfill the desired mailing of the third-party literature. We have also begun a "Solution Partners Exclusive Program" to identify the third-parties which interface exclusively with CADKEY and provide them with a greater set of marketing tools. Those who qualify receive, among other things, designated contact people at CADKEY, reduced rates for mailings, and invitations to user group meetings.

To receive an entry application for the *1989-1990 CADKEY Engineering Guide*, or for more information regarding the new third-party programs, contact Chris Penna, Third-party Program Manager, (203) 647-0220.

## **Northeast Regional CADKEY Users' Group To Meet At SIGGRAPH**

CADKEY, INC. will host a meeting of the Northeast Regional Users' Group on Wednesday, August 2, 1989, in Room 202 of the Hynes Convention Center, Boston, Massachusetts, at 6:30 p.m.. The meeting will take place in conjunction with the SIGGRAPH '89 Conference and Exposition, August 1-4. All CADKEY users who plan to attend SIGGRAPH are cordially invited to join us for a special evening of interesting topics. For complimentary tickets to SIGGRAPH, please contact Danielle Provencio at CADKEY, (203) 647-0220.

## **New CADKEY Users' Groups Sought For Boston, MA, Miami, FL, and St. Paul, MN**

If you are interested in starting a Users' Group, CADKEY is interested in helping you. Call Danielle Provencio, (203) 647-0220, for a *START-UP USER GROUP KIT*. The kit will give you ideas about how to start a User Group successfully. CADKEY, INC. will even do a complimentary mailing to users in your area to help make your meeting a success.

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