

In the Spotlight!

Comments from Scott Wilkman...Where Dealers Fit in the Parmenter-CADKEY Picture

Parmenter's acquisition of CADKEY is good from every point of view. It is a deliberate strategic move on the part of our company which we are making in order to strengthen the extended CADKEY family. It will enhance the business of our VARs and dealers. It will take the CADKEY, DataCAD, and CADDInspector product lines through the 1990's and beyond. With CADKEY's technical vision and financial resources, as a company, focusing on systems integration, we will be able to offer our dealers expanded CAD functionalities, such as enhanced surfaces and enhanced drafting, as well as support for more hardware platforms than we have had available in the past. These are exactly the things that we believe our dealers need. Our increased range of design tools will allow our dealers to represent even stronger solutions to our mutual customers. The more solutions that you can present to customers, the more business that you will be able to generate. Your businesses will effectively grow with our business because dealers are our primary sales force. *The Parmenter-CADKEY combination is good, no matter how you look at it.*

MAKING IT IN THE '90's SEMINAR TOUR

CADKEY exhibits in over 10 major shows a year. These shows are typically held in the same cities year after year and, certain regions of the country miss out on the excitement. In an effort to correct this and to generate more business opportunities for our dealers, CADKEY is proud to announce a new corporate seminar series — **HOW TO MAKE IT IN THE '90's**.

Beginning September 1990, CADKEY will tour selected cities nationwide to gain exposure, increase visibility, enhance our image, and collect qualified sales leads. Direct mail, telemarketing, local, and national advertising are methods we'll use to promote the seminars. The objective is to penetrate regions in which we are weak, locate and qualify new prospects and, in turn, forward the leads to dealers for follow-up. By handling the seminars corporately, we can ensure fair lead distribution to all our CADKEY dealers.

In preparing for the Seminar Series, CADKEY has produced a direct mail brochure, confirmation notice, newspaper ads, 35-mm slide presentation, seminar agenda, demos, and promotional giveaways. These materials have been designed with the CADKEY dealer in mind. When you decide to host your own CADKEY seminar, you can choose from an assortment of tools. Seminar materials will be available September 15. For further seminar details contact Danielle Cote on ext. 7150.

DataCAD 4.0 is on its way this month!

Important sales features are:

- Software Display list improves picks, pans and zooms up to 500%.
- DC Modeler is included at no extra charge.
- Contains more than 50 new 2-D drafting features.
- AEC-MODL is included which provides automatic solid models of windows and doors.
- All new documentation and packaging.

CUSTOMER SERVICE has added Betsy Vignone to their staff to help make response time even better for inquiries and orders.

CADKEY and COMPAQ TEAM UP! CADKEY Quality Control has certified the new COMPAQ DESKPRO 486/33L with CADKEY 3/386. COMPAQ was due to start shipping the 33MHz machine in late July.

CADKEY, INC. is opening a new European branch.

The new branch will be opening in Stuttgart, West Germany in early January 1991. The office will be the hub from which we will build our European effort. Bruce Poldeman is making plans to move his family to Germany and will be our first permanent employee on the spot in Europe!

CADKEY and DataCAD in the News!

There is a promotion offering a free trial subscription of *MicroCAD News* to purchasers of DataCAD or CADKEY beginning July 1, 1990. Dealers may get up to 10 complimentary subscriptions for themselves. CADKEY-related articles will appear in the August issues of • **The Journal of Mechanical Engineering** (CADKEY review), • **Machine Design** (IGES review), • **Product Design and Development** (CADKEY Light feature). • A DataCAD-related article will appear in **Interiors**. • There will be a Tip-in Business Reply Card promoting CADKEY Light in the August issue of **MicroCAD News**, we expect this card to generate a lot of interest.

Dealer Training DataCAD: 10/14-16. CADKEY: 8/6-8 (full); 9/17-19; 9/31-10/2.

New Promotional Kit for Dealers A new, dealer promotional kit is being compiled for third quarter release. It will contain presentation slides, part files, info sheets, a book of application stories, logo posters, trade show guidelines, ad slicks, and more.

You've been asking about.....

- The PC Editor's Choice T-shirts. They are in and available in sizes M, L, and XL for \$8.00. Contact customer service.
- Dana Seero has CADKEY T-shirts available for \$10.00 with proceeds benefiting disabled veterans. Contact Dana at 800-640-4546.
- CADKEY Light training videos are available now from Micro Education Systems.
- CADKEY 3.5 videos will be available in September. Call 614-766-3069 for more information.

U.S. Trade Show Update

International Machine Tool Show '90, Sept. 5-13, McCormick Place, Chicago, IL, PFB Concepts, Booth #8525.
AUTOFACT '90, Oct. 13-15, Cobo Conference Center, Detroit, MI, Booth #2314.

International Trade Show Update

MICRONORA '90, Sept. 18-22, Besancon, France, Hall A, Booth #1.
CADCAM International, Oct. 2-4, Kortrijk/Courtrai, Belgium, VLECAD, Booth #302-304, TOP BUSINESS, Booth #459-460.
SMAU, Oct. 4-8, Milan, Italy, ALGOL.
SYSTEC, Oct. 23-26, Munich, West Germany, Advanced Graphic Software.
EXPOSER '90 FIRENZE, Nov. 23-26, Florence, Italy, ALGOL.

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In the Spotlight!

Cadkey, Inc. Celebrates 10th Anniversary by Hosting Two International Conferences at New Corporate Headquarters

Cadkey celebrated the opening of its new facility in Windsor, Connecticut by hosting simultaneously a three-day International Distributors' Conference and a two-day Canadian Dealers' Conference, August 28-30. More than four dozen distributors, dealers, and business partners took part in the technical and managerial sessions. Attendees included people from Australia, Belgium, Brazil, Canada, England, Finland, France, Germany, Hong Kong, Japan, Korea, Mexico, New Zealand, Spain, Sweden, Switzerland, Taiwan, and Zimbabwe. Cadkey's major computer-alliance partners Data General Corporation, Digital Equipment Corporation, Silicon Graphics Computer Systems, Inc., and Sun Microsystems, Inc., also participated. The three-day twin programs included a WORLD TRADE CENTER in which a dozen third-party solution partners demonstrated their products.

Cadkey, Inc. Overall Winner of VARBUSINESS 1991 CAD/CAM Software Report Card

In a letter dated September 30, 1991, Elaine Kingoff, Senior Research Editor at VARBUSINESS congratulated Cadkey on being chosen the overall winner of the VARBUSINESS 1991 CAD/CAM Software Report Card. "This achievement," Ms. Kingoff wrote, "reflects the satisfaction of your VARs with the product and support provisions of Cadkey's reseller program. My congratulations to you and your staff on this recognition." Copies of the VARBUSINESS 1991 CAD/CAM Software Report Card are available (Part Number: 40018).

CADKEY Version 4.06 Ships

CADKEY Version 4.06 began shipping to dealers and to customers on September 9, 1991.

Non-Maintenance CADKEY Version 4.06 Upgrade

Effective October 7, 1991, Non-Maintenance CADKEY Version 4.00 and 4.01 customers who request an upgrade will receive CADKEY Version 4.06 at no additional charge. The upgrade will consist of a full set of software disks.

CADKEY Featured on Front Cover of DESIGN NEWS!

The front cover of DESIGN NEWS, September 9, 1991, featured CADKEY Version 4 on a Personal Iris™ workstation. The issue's feature story highlighted how Dr. Robert Jarvik is using CADKEY to design the new, Jarvik 2000 heart-pump implant that he is developing. Cadkey's Peter Smith appears in the article, too.

In the same issue of DESIGN NEWS, a Guest Commentary by Livingston Davies, President of Cadkey, Inc., discusses the new fundamentals of manufacturing.

The Software Forum, in the September 23 issue of DESIGN NEWS, presents a complete review of CADKEY Version 4. The review's score box gives CADKEY Version 4 a perfect score of 10 for installation, documentation, ease of use, performance, and overall rating!!

The cover of the September 9 issue of DESIGN NEWS, the story about Dr. Jarvik's work, the Guest Commentary, and the review of Cadkey Version 4 in the September 23 issue are being republished as a six-page reprinted for sales use by dealers. Look for copies in November.!

New Advertising Opportunity for Dealers!

The American Communications Network will contact you in the near future. ACN is a yellow-pages directory agency. They will be handling the placement and billing of yellow-pages advertising for CADKEY and DataCAD dealers. Cadkey, Inc. is providing this service for you free of charge. THIS SERVICE WILL

NOT COST YOU ANYTHING, AND YOU WILL NOT PAY ANY INCREASED AD RATES!! If you have any questions about the program, please contact Sandy Cook at ACN, 1-800-266-1666, or Laura McCollough here at Cadkey, (203) 298-6462.

3-D WORLD Customer Survey

The survey published in the May/June 1991 issue of 3-D WORLD generated some very interesting information. focus wants to share a preliminary analysis of the data with all of you.

Who are Cadkey's Customers?

Private industry is by far Cadkey's best customer. Most of our business involves small to medium-sized firms. Most customers have fewer than 10 systems. Cadkey's business with Fortune 500 companies exceeds our business with the Federal Government. The companies that use Cadkey's products are diverse. Manufacturers of industrial products, consumer goods, aerospace equipment, and automotive products account for a substantial proportion of our customers. A large number of our customers use Cadkey products by themselves, without additional third-party products. Two thirds of those who responded to the survey have Maintenance agreements.

Technical Issues

Users' responses to the survey indicated strong support for DOS and relatively strong support for Windows. Among data translators IGES and DXF are definitely the most important. Customers appear to be fairly evenly divided between those who use 2-D and those who use 3-D in their work. IBM-compatible computers are the hardware of choice. However, this could be due to the fact that IBM-compatibles are the existing equipment that our customers have, rather than the direction in which the market is heading.

Reasons Why Customers Buy Cadkey's Products

- Capabilities
- Reputation
- Demonstration
- Price
- Technical Support
- Strength and knowledge of dealers
- Promise of future products

Respondents to the survey rated Cadkey's training as good to excellent.

Winners of 3-D WORLD Customer-Survey Drawing

The May/June issue of 3-D WORLD promised to those who responded to our Customer Survey by August 1, a drawing in September, for Cadkey products (CADKEY, DataCAD, CADDInspector) with maintenance for one year, and for training vouchers valid for one year. The winners are:

CADKEY: Ross Whistler, Dover, Massachusetts.
Training Vouchers: Joe Anderson, Bellevue, Washington.
T. Warner, Baltimore, Maryland.
Bill Humphrey, Raleigh, North Carolina.
Bruce Berlin, Hendersonville, North Carolina.
Duane Nelson, Shoreview, Minnesota.

DataCAD: Brent L. Gollighugh, Lubbock, Texas.
Training Vouchers: Neil Huston, Benb, Oregon.
J. Victor Bazzoni, Stamford, Connecticut.
Ekkehart Schwartz, New York, New York.
James McSolely, Buford, Georgia.
Donald Neptune, Redding, California.

CADDInspector: Jeffrey Alan Morgan, Christiansburg, Virginia.
Training Vouchers: John D. Vass, Richardson, Texas.
Marc Gulko, Sun Prairie, Wisconsin.

Congratulations to all of you.

Dealer Training CADKEY: 10/7-9/91, 1/6-8/92.
DataCAD: 10/21-23, 11/11-13, 12/16-18/91.

Tech Support News about Automatic Start-up of License Manager at CADKEY/UX Boot-up

There is an error on page 17 of the License Manager documentation under the heading Editing the rc file. The information should read as follows:

```
if [ -f /etc/cklmd ]; then
  if [ -f /etc/cklmdreserve ]; then
    /etc/cklmd -l /usr/adm/cklmd.log -r /etc/cklmdreserve
  else
    /etc/cklmd -l /usr/adm/cklmd.log
  fi
fi
/etc/cklmd -R
fi
```

Due to a problem in the License Manager used for CADKEY/UX Versions 4.04 and 4.05, the information given above does not work. It does work with CADKEY/UX Version 4.06. We are in the process of upgrading all Version 4.0x UNIX products to Version 4.06, using a fixed version of the License Manager. This will enable the information given above to work in the correct start-up file. The correct file and the location of this file varies according to the UNIX platform being used. The following list contains the editing to the start-up file appropriate for each machine supported by CADKEY/UX, Version 4.06:

Machine	File to Edit
Silicon Graphics	<code>/etc/init.d/network</code> add this just before the following lines: :: 'stop')
Data General	<code>/usr/sbin/init.d/rc.nfslockd</code> add this just before the following lines: :: stop*)
Sun Sparc	<code>/etc/rc.local</code> add this line to the end of the file.
Sony RISC	<code>/etc/rc.local</code> add this line to the end of the file.
DEC	<code>/etc/rc.local</code> add this line to the end of the file.

Tech Support News about Known Problems in CADKEY Version 4.06

GEOMETRIC DATA

Mirrored Entities: Mirrored entities that are view-dependent, such as arcs, conics, etc., lose the new group or subgroup attributes, even though they still appear in the group list.

AREA CALCULATIONS

Invalid Data Error Message: Attempting to do an area calculation on an area that includes a partial ellipse entity causes this error. The work-around is to segment the ellipse into lines before doing the calculation.

ON-LINE PLOTTING

1. **Plotting splines:** If you have used ALT-W on a section of a spline, and you are using autoscale in your plot, the spline does not plot smoothly.
2. **Selecting paper size:** When selecting paper size from the on-line plotting setup menu, if you press F10 to back out of the menu, the paper size defaults to user, and the plot does not come out correctly. The remedy is to press the Return/Enter Key, and accept the defaults, or to select the proper values.

ON-LINE PRINTING

Witness Lines: Witness Lines on an angular dimension will not print when the Leader Lines are set to none, and the Witness Lines are set to first, second, or both.

OFF-LINE PRINTING

Using a Postscript printer: If the plot (PLT) file contains points, the system halts and requires rebooting. 2

GRAPHICS CARDS

1. **Artist XJ-10 Card:** The menu text is a little smaller than in the previous version. There is a remedy for this available in Area 7 (Graphics Area) of Cadkey's BBS, named XJ_10FIX.EXE.
2. **ACT8514/A Driver:** Sometimes the system will lock when exiting CADKEY, or when going out to the shell. A remedy for this is available in Area 7 (Graphics Area) of Cadkey's BBS, named ATC_FIX.ZIP

TABLETS

Summagraphics Summasketch with 16-button Cursor: To get all of the buttons to work, download SUMMA.ZIP from Cadkey's BBS.

CADKEY SOLIDS Version 4.5

1. **Macro not found Error Message:** This error occurs when you have selected ADVANCED from CADKEY's main menu, but the SOLID.MAC library has not been loaded. You can load this library, through the command sequence: FILES, MACRO, LIBRARY, LOAD, and typing in SOLID.MAC. The library can also be loaded automatically by entering CADKEY's CONFIG program, and specifying SOLID.MAC under the automatic file-loading options.
2. **Bad or missing cscfg.dat or Bad command or file name Error Message:** This error occurs when you do not set the environment variable path SET SOLIDS=C:\CADKEY\CS (or whatever your SOLIDS path happens to be) as documented on page 3-3 in **Getting Started with CADKEY SOLIDS**.

SLIDE PROGRAM

CADKEY Version 4.xx does not include SLIDE.EXE, but if you want to use SLIDE.EXE with Version 4.xx, this is what you need to know. First, SLIDE.EXE will only run with the DOS version of CADKEY. Secondly, you must create a directory and copy into it the graphics driver, CONFIG.DAT, SLIDE.EXE, your .SLD files, and your script file. Thirdly, edit the first line of CONFIG.DAT, and remove the quotation marks that surround the name of the graphics driver, e.g., "ibmega."

Clarification of CADKEY Government Sales

As mentioned in the July issue of **focus**, effective July 1, 1991, Scott Wilkman assumed direct responsibility for government-related sales under CADKEY's GSA schedule (Contract Number: GS00K91AGS5124). At the present time, sales under the GSA contract are limited to direct sales by Cadkey, Inc. only.

Dealers who have government customers who want to procure CADKEY and DataCAD products through the GSA schedule must call their regional manager or the inside sales representative for their area.

U.S. Trade Show Update

EDUCOM '91, Oct. 16-19, San Diego Convention Center, San Diego, CA, Booth #516.

AUTOFACT '91, Nov. 12-14, McCormick Place North, Chicago, IL, Booth #514.

International Trade Show Update

International Construction and Reconstruction Exhibition,

Oct. 1-5, Ankara, Turkey, Informatik.

ICCM '91, International Conference on Computer Integrated Manufacturing, Oct. 2-4, Singapore, CIM SYSTEMS, PTE Ltd.

Computers in Manufacturing, Oct. 8-11, Birmingham, England, ECSL/CADKEY, Ltd.

Computer Graphics, Nov. 5-7, London, England, ECSL/CADKEY, Ltd.

Informatics '91, Dec. 4-7, Singapore, CIM SYSTEMS, PTE Ltd.

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In the Spotlight!

Cadkey Cops Corner Copyright Caper

Recently Cadkey, Inc. received an allegation that a customer was using "unauthorized" copies of CADKEY[®]. The customer was notified of the allegation and asked to respond. Due to the credibility of the source of the allegation, the customer (whose name Cadkey has agreed to withhold) admitted that the copies existed in violation of the U.S. Federal Copyright Laws. A Regional Manager from Cadkey conducted a surprise audit to determine the magnitude of the problem. Examination of all of the computers on the premises revealed several "illegal" copies of CADKEY, in addition to the "legal" copies of record. Cadkey, Inc. and the customer agreed to resolve the situation quickly and discreetly. The end result cost the customer more than \$30,000, which included restitution for illegal product use, with almost \$7,000 going to the local CADKEY dealer who assisted. As part of the settlement, Cadkey, Inc. and the customer have agreed that the customer's name, location, and the exact details of the settlement will remain confidential.

"Cadkey's policy is to follow up on all allegations of infringement of our software's copyrights or trademarks," said Ted Heywood, Vice President of Finance. "We do not believe that violations are common, but Cadkey, Inc. will take any and all actions needed to assure that our products' copyrights and trademarks are not infringed upon."

Telesales Group Strengthens Dealer Support

To address the need for an internal focused effort in progressive selling, Scott Wilkman, Worldwide Sales Director, inaugurated Cadkey's new Telesales Group effective January 1, 1992. Working with Dawn Wynkoop, Manager of Telesales, are: Kim Garner, Laura McCullough, Karen Miller, Nancy Pavlik, Ronna Pelton, and Gay Tutino. The Telesales Group will participate actively in finding and securing new customers for Cadkey's dealers. Their primary responsibilities are lead generation and lead follow-up so that dealers get qualified workable leads to develop into sales. "With Cadkey, Inc. becoming corporately involved in the selling cycle," Scott Wilkman said, "we anticipate a shorter selling cycle, with the end user being more comfortable in making the decision to purchase."

Changes in Cadkey's Sales Department

Administration Judy Settino, Administrative Assistant and Internal International Point Person

CUTTING EDGE Jay Hirth, CAM Sales, Worldwide

CADKEY

Corporate Accounts Steve Kavovit
 Northeast Cheryl Smith, Regional Manager
 (ME, NH, VT, MA, Nancy Pavlik, Telesales
 CT, RI, NY) Laura McCullough, Dealer Support
 Mid-Atlantic Jim Aluotto, Regional Manager
 (NJ, DE, PA, MD, Nancy Pavlik, Telesales
 DC, VA, WV) Laura McCullough, Dealer Support
 Southeast Ron Weavil, Regional Manager
 (NC, SC, GA, FL, Karen Miller, Telesales
 AL, MS, TN) Laura McCullough, Dealer Support

News for CADKEY/DataCAD Dealers

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Great Lakes
(MI, OH, IN, KY)

Tom Landrey, Regional Manager
 Ronna Pelton, Telesales
 Laura McCullough, Dealer Support

North-Central
(IL, IA, MN, WI,
NE, ND, SD)

Ann Mackinnon, Regional Manager
 Ronna Pelton, Telesales
 Laura McCullough, Dealer Support

South-Central
(TX, MO, AR, LA,
OK, KS) and
CANADA

Larry Boardman, Regional Manager
 Karen Miller, Telesales
 Gay Tutino, Dealer Support

Western States
(WA, OR, ID, MT,
WY, CO, NV, UT,
AZ, NM, AK, HI)

John Principi, Regional Manager
 Kim Garner, Telesales
 Gay Tutino, Dealer Support

California

Stas Mylek, Regional Manager
 Kim Garner, Telesales
 Gay Tutino, Dealer Support

Europe

Paul White, Regional Manager
 Gay Tutino, Dealer Support

Pacific Rim and
South America

Ken Arredondo, Regional Manager
 Laura McCullough, Dealer Support

DataCAD

U.S. and CANADA

Dale Arseneault, Regional Manager
 Dawn Wynkoop, Telesales
 Gay Tutino, Dealer Support

International Sales

Eileen O'Hare, Regional Manager
 Dawn Wynkoop, Telesales
 Gay Tutino, Dealer Support

CADKEY & DataCAD Educational Programs

Paul Mailhot, Educational Programs Mgr.
 Peter Mancini, Educational Sales Mgr.
 Erica Persson, Inside Sales and Training
 Coordinator

Special Promotion for CADKEY VAR Team During January 1992

To celebrate CADKEY[®]'s best sales year ever (THANKS TO YOU), and to express our appreciation to our VAR Team, Cadkey, Inc. is going to KICK OFF THE NEW YEAR WITH EXTRAORDINARY PROFITS for you. Just buy three CADKEY Version 4 systems and get the fourth CADKEY 4 for only \$750. That is 79% off the list price for a 386 system. This offer applies only to CADKEY 4 systems (DOS, 386, and UNIX versions) purchased by qualified dealers in good standing in the U.S. and Canada. All systems purchased through this promotion must include end-user names at the time of purchase. Just order your systems by January 31, 1992, through your Dealer Support Representative, and start enjoying your new savings right away.

Dealer Training CADKEY: Jan. 6-8, Mar. 2-4.
 DataCAD: Jan. 27-29, Mar. 23-27.
 CUTTING EDGE: Feb. 10-11, Feb. 13-14,
 Mar. 9-10, Mar. 12-13

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