



**CADKEY**

CAD/CAM/CAE Software

Contact: Charley Ferrucci  
Cadkey, Inc.  
(203) 298-6421  
**Russ Barmmer**  
The Barmmer Group  
(203) 399-7337

**For Immediate Release**

**Cadkey Launches New PC-Based Software Series  
For Architects, Builders Priced From \$49 to \$149,  
Former Version Cost \$1,995**

***Breaks Price Barrier With Three New DataCAD 5 Products,  
Cost Ten Times Less Than Competitive Offerings***

**Windsor, CT** -- November 8, 1993 -- Architects and builders can now spend under \$150 for new, sophisticated PC-based software programs whose earlier single version cost \$1,995. Cadkey Inc. released today DataCAD 5, a new series of three PC-based computer-aided design (CAD) software products that range from \$49 to \$149.

The DataCAD 5 family of systems includes Starter at \$49, Plus at \$99 and Professional at \$149. "Users can now select a CAD product that best suits their design needs, without incurring costs of added functionality they either don't use or need," said Malcolm Davies, Cadkey president and chief executive officer.

"The trend toward reducing prices is inevitable in this portion of the CAD industry," said Dr. Joel Orr, a long-time analyst of AEC industry activities and chairman of Orr Associates, Inc. "What makes Cadkey's steps remarkable is a price structure that's less than one-tenth the cost of comparable, robust software programs. Their announcement marks the first time a major CAD supplier has offered its mainstream products at these price points."

more

By comparison, the total average selling prices of software for architects, builders and designers from major CAD suppliers such as Autodesk, Inc., Graphisoft and Sigma Designs range from \$500 to \$4,000, according to Davies.

"DataCAD 5 expands upon the outstanding success of Version 4, which continues to be widely used by architects, designers and engineers," Davies said. "This high level of acceptance, along with our belief that PC-based software for this industry segment is currently grossly overpriced, dictates this new pricing strategy."

DataCAD 5 has a core set of features that are found in all three packages, providing distinct advantages over less robust PC systems. They are a built-in 256 color quick shader with three light source selections, an on-line hidden-line removal with a new "options" menu, which facilitates the creation of building sections with the new "clipboard" feature. The core DataCAD 5 also has full 2-D and 3-D design power and Pixel Image Output, allowing an on-screen viewer to display images for drawings, linetypes, hatch patterns and text fonts, as well as output to paper or to Pixel file. New associative hatching is automatically updated when changes are made.

The family features a new Graphical User Interface (GUI) with push button menu functions. Users select functions from both existing and two new menu arrangements, and new navigation and projection pads.

DataCAD Starter is aimed at users working on small to medium-sized projects, and carries a 256K file limit. All three packages operate on 386/486 DOS PCs, and can run as a full screen DOS application under Microsoft Windows. The DataCAD 5 series requires 4 MB of RAM, 40 MB hard drive, math co-processor, 256 color graphics card and a three-button mouse.

more

DataCAD Plus features a set of powerful macros and on-line documentation. In addition to these core components, DataCAD Professional has bound documentation and an extended library containing more than 1,000 additional A/E/C/ symbols.

"The macros boost performance by automating tasks such as modeling full 3-D doors and windows, and 'touring' a design in full 3-D, using the Walk-Through, or Fly-Through options with hidden line removal," explained Davies.

An on-line DXF translator lets users import or export files from different vendors, encouraging co-existence, "and makes it easier for AutoCAD users to benefit from the high-end capabilities of DataCAD Professional, without losing data integrity," Davies said.

"Each member of our new family will be very popular with architects, interior designers, urban planners, facilities managers, home builders, space and landscape experts and engineers," said Davies. "They now have a range of specialized 2-D and 3-D capabilities at the lowest price available today."

Cadkey expanded into the architectural, engineering and construction (A/E/C) marketplaces when it acquired DataCAD from Microecture in 1989.

A privately held firm, Cadkey develops, manufactures, markets and supports a wide range of productivity enhancing computer-aided design and analysis software for PC platforms. Cadkey products are sold through a worldwide dealer network . The company has more than 110,000 installations in a dozen languages.

###