

**DataCAD®**

Software for Architecture

\*\*\*\*\*

**Take THREE DataCAD Upgrades  
for the Price of One,  
Plus Get EZ Tools™ FREE!**

\*\*\*\*\*

*Offer expires 4/15/97*

Dear DataCAD User:

I'm writing to enlist your help. We need your support to keep DataCAD the most cost-effective, professional design software in the world.

**Here's the Top Line**

DataCAD is now its own company. I'm inviting you to support us by buying your next two upgrades, and tech support to go with it, right now. If you will, I'll immediately give you our latest version, DataCAD 7.1, no matter what version you're on now, plus our new EZ Tools macro. The combined value: up to \$689.80. Plus, you'll be in line for the best deals we give in the years ahead.

**The BIG Change**

On October 3, 1996, DataCAD's key managers bought the product from Micro Control Systems, Inc. (formerly Cadkey Inc.), and formed DATACAD LLC. DataCAD is now brought to you by our company. That means we're focused on YOU and making DataCAD exactly the software you want it to be. Before, DataCAD's development was often sacrificed in favor of CADKEY mechanical software.

The leaders in the new company are Mark F. Madura (formerly Vice President, now President/CEO) and David A. Giesselman (Senior Vice President in charge of product development). We have one key mission:

*To make DataCAD your most valuable tool, software or otherwise. We're making DataCAD the best application for architecture, with the most responsive technical support there is.*

**Windows 95/NT in DataCAD's Future**

DataCAD for DOS is powerful, easy-to-use, and its friendly interface doesn't need Windows. But many of our current users would prefer a Windows® 95/NT™ version.

We're committed to supporting and enhancing the product you rely on today, so we're going to improve the DOS version while we continue to develop DC Architect™ for Windows 95/NT. We want to ensure that DataCAD will increase your productivity as much as possible.

During '97, we're going to upgrade the DOS version of DataCAD twice, once in June and once in December. We're working our way down the User Wish List included with this letter. With your help we'll get all or most of the way through the list in the upcoming year.

Check out the list. What do you think? What do you especially like? Anything you want more of? Anything you need that's not on the list? Tell us. There are lots of ways to reach us:

Fax a note to us at:  
(860) 683-0409

Write to us at our new address:  
I wish DataCAD...  
DATACAD LLC  
P.O. Box 619  
Simsbury, CT 06070

Call us at:  
(800) 394-2231 for sales information.

Send E-mail to:  
wishlist@datacad.com

Or if you're really concerned and want me to respond, just send an e-mail to  
mark@datacad.com.

### **Windows 95/NT in Your Future**

We are developing DC Architect. But we're doing it carefully. We won't release it until it performs at least as well as DataCAD for DOS. And gives you the ease of use and convenience that you would expect from a Windows application.

We will introduce some new Windows 95/NT-based design applications in the months ahead: DC Viewer™, an architectural view manipulation and image processing program, and DC Modeler™, a parametric, architectural modeling program. They'll give you a feel for where we're headed with our 32-bit CODE™-based CADD application, DC Architect™.

### **1997 Upgrade Plan**

Until October 3, our hands were tied. Micro Control Systems, Inc. wouldn't assign enough programmers to DataCAD. That's changed. Now the pace is regulated by you.

The more upgrades we sell in the next few weeks, the more programmers we'll put on. And the sooner we'll get to all the items on the Wish List, including DC Architect.

We're well financed to run the company. But you, our loyal customers, regulate how fast we perfect DataCAD, and how many more features we can build in.

We know that sounds attractive, but we're also going to do some good things for you right now: Save you money and give you FREE software that will make your job easier and more profitable.

### **Your Chance to Create the DataCAD You Want**

I'm inviting you to buy the next two DataCAD upgrades right now. You'll pay just \$99.95 for both, less than half the \$129.95 each that they'll sell for when we ship them.

In addition to saving more than 50% on your DataCAD upgrades, you'll get more benefits: I'll send you the most current version of DataCAD, version 7.1, plus new EZ Tools, right now FREE. So in a few minutes, you'll have the very latest, most powerful version of DataCAD and EZ Tools up and running.

Then in June and again in December we'll send you DataCAD CD-ROM updates with new features like multiple view ports and custom color palettes. Check out the enclosed Wish List for some of

the things we're planning. And remember that the more users like you who sign up, the sooner we'll be able to provide more improvements.

### **FREE! EZ Tools**

Right away, you'll get the power of our newest macro, EZ Tools. EZ Tools will help you prepare production drawings by allowing you to create exterior and interior elevations and sections with just a few mouse clicks. Select the roof type, trim, doors and windows you want and let EZ Tools do the rest. Cabinet elevations and sections are also included.

### **Technical Support That Works for You**

We're here, we're helpful, and we're committed to you as never before.

Our technical support plan is simple. You get a year of unlimited toll-free phone support for a single contact within your firm (that means we only talk with one person, no matter how many seats you have) for \$149.95. Additional contacts can be added for \$50 extra per person per year.

If you don't want a plan, we can provide you with premium, walk-through support for \$3.00 per minute charged to your credit card only when you need it.

### **Double Savings**

Here's a way to save even more: Buy technical support along with the '97 upgrade program and save an additional 20%. You'll pay a total of \$224.95.

That means you'll be getting toll-free technical support for \$10 a month!

### **What We'd Like You To Do — Before 4/15/97**

We'd like you to sign up for the '97 Registered User Advance Upgrade program, plus take a year of technical support. Total price: \$224.95. It's the best deal you've ever seen from DataCAD, and the best deal on architectural software in history.

Accepting it means you'll have over a year of full-time, toll-free technical support, and regular, robust upgrades to give you new speed, performance and convenience from DataCAD.

Thank you for supporting DataCAD,



Mark F. Madura  
President/CEO  
mark@datacad.com

P.S. This special offer to you, one of our most valued customers, is valid only until 4/15/97. What's at stake here is more than \$450 in savings you'll get on your '97 software and technical support expense.

The future of DataCAD is in your hands. Your order now will directly impact the development of DataCAD for DOS and Windows. This offer and guaranteed savings on all new software products are only available to our loyal registered DataCAD customers. Please call, fax or mail your commitment now.

P.P.S. This is the only letter from DATA CAD your company will receive. If you are not responsible for software purchases, please pass this on to the appropriate person. Thanks very much.