

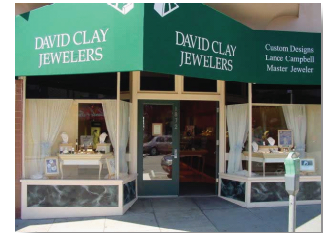


David Clay Jewelers, CA

"Thanks to 3DESIGN parametric technology."

San Francisco, CA – David Clay Jewelers is a center for fine jewelry with a relaxed attitude. Established in 1981, David Clay Jewelers has served the ever fashionable Union Street clientele with a **focus on custom design and quality gemstones.**

A family owned business with 25 years of experience, David Clay Jewelers specializes in custom jewelry with a strong emphasis on platinum and diamonds.



Design is the essence of David's business. His designers have been sketching items to provide their clients with as much artwork needed to make their selection as easy as possible. Rendering was the only solution David felt would provide his designers with the capability of designing artwork and providing it's customer with a format suitable for viewing, this is how the idea about CAD came to life.

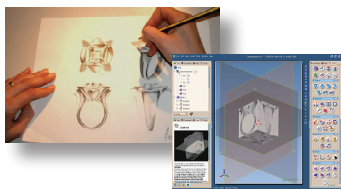
David spent two years investigating various types of CAD software on the market and could not find the software he needed to make his design dream a reality. As a demanding business man, David's #1 priority is his clients. Knowing that his customers would not be satisfied with computer generated designs that looked like machine made jewelry, David's quest for CAD software carried high expectations.

His dream was a CAD package which allowed him to:

- Use his sketches and get them converted in 3 dimensional models
- Generate high quality pictures to show to his creations to his clients
- Allow David to modify a design at any time any stage of the process.



At last, David's dream finally became a reality. David heard about 3DESIGN software while attending a seminar organized by our West Coast agent, Cyril Saelens. David was speechless!



The Draft Kit feature which will take scanned three-view sketches and fold them into a three dimensional view was integral speeding up the 3D modeling process.

The jewelry tools available are very intuitive and easy-to-use. Tools like automatic pave, stone creation wizard, material database creation and the ring wizard are all innovations allowing for a simplified development of a complex design.

The rendering ability of 3DESIGN was also a major selling tool for David. The program offers a high quality ray-trace rendering engine. This allows the David to show his client a life like image of his creation before it is even made. It also allows the end-user the ability to output their design in a video format, which may readily to be e-mailed to clients or integrated into a web site.

As a clients' design evolves and changes from what they had in mind at the beginning, (and you know that happens often), 3DESIGN offers a Unique Parametric Solution. More simply stated, when David completes a design, he still has the history of the design evolution saved in a construction tree. Within this tree he can modify a step or an element and have that modification recalculated in the final product. Now, he can apply the changes that his clients' requested in a matter of minutes. No need to start from scratch! **Thanks to 3DESIGN parametric technology**, David now has the ability to create and modify many more designs, **ultimately increasing revenues.**

