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FOR IMMEDIATE RELEASE

Right Hemisphere Awarded Patent for Next-Generation Graphic File Management System

Fremont, CA — March 13, 2007 — With the introduction of new Right Hemisphere 5 visual communication and collaboration software today, Right Hemisphere also announced it was awarded a key patent from the U.S. Patent and Trademark Office for technology that enables next-generation enterprise communications. The issued U.S. Patent No. 7,092,974 is for a “digital asset server and asset management system.” The invention outlines an advanced graphic file management system that allows users to control the complexity, flow, and quality of enterprise-wide graphic file management and usage.

“Many job functions in an enterprise require access to product information. Yet there is a staggering amount of inefficiency around how that product information is accessed, reused, updated, stored, and shared company-wide,” said Right Hemisphere President and CTO Mark Thomas. “Our patented graphic file management system addresses these inefficiencies head-on with a holistic and multi-format friendly approach. For manufacturers looking to achieve that coveted higher degree of ‘leanness,’ we offer a very compelling enterprise communication and collaboration solution built to work with whatever tools, applications, and infrastructure are already in place.”

Right Hemisphere’s graphic file management system allows for automated and dynamic repurposing of large amounts of digital graphic data or files. This includes maintenance, use and manipulation of the graphic data or files. The system is comprised of a server which can manipulate graphic files and established links to each graphic file, and a database on which the server stores the links. The server can create other formats of a particular file and allows for amendments to graphic files to be tracked.



“Electronic images and videos, 3D CAD data and other forms of digital image data are proliferating in corporations across the globe,” Thomas continued. “You need not look any farther than the new Microsoft Windows Vista operating system with its native 3D viewing capabilities for evidence of just how mainstream 3D and rich media have become in the enterprise. Corporations are far overdue for a next-generation enterprise communications solution to manage this content.”

About Right Hemisphere

Right Hemisphere is the leading provider of enterprise product communication and collaboration solutions enabling manufacturers to optimize their global product development, launch, and support processes. Organizations have invested in operational processes and IT systems to improve product lifecycle efficiencies, yet delivery of precise and up-to-date product information to the extended enterprise in a timely, efficient and usable form is difficult today. Right Hemisphere maximizes knowledge transfer efficiency of product information to downstream stakeholders by automatically publishing product information readily available in CAD, PLM, and ERP systems into common document formats and business applications. Over 500 innovative manufacturers, including five of the top six automotive OEMs and nine of the top 10 U.S. aerospace and defense contractors rely on Right Hemisphere to dramatically accelerate time to market, increase product and services revenues, and lower product communications costs. Founded in 1997, Right Hemisphere is a privately held, venture-funded corporation based in Silicon Valley and Auckland, New Zealand. For more information please visit www.righthemisphere.com or call toll free at (877) 309-3204.

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