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FOR IMMEDIATE RELEASE

Right Hemisphere Software Powers 2D and 3D Viewing and Publishing for SAP PLM 7.0

Right Hemisphere Segments its Flagship Deep Server Enterprise Software, Adds Two New Versions to Address Expanding Business Opportunities

ASUG Conference — Nashville, TN — September 15, 2008 — Right Hemisphere®, the leader in visual product communication and collaboration solutions, today expanded its Deep Server™ enterprise software line with two new offerings, including one specifically designed for customers of the new SAP® PLM 7.0 product. Right Hemisphere's new "Deep Server View Edition" software enables users to take full advantage of the new SAP PLM 7.0 solution's 3D-ready visualization capabilities. With Deep Server View Edition, SAP PLM 7.0 users can effectively "turn on" the embedded 3D viewing technology, dynamically generate visual product information from their PDM and ERP systems, view it in 2D or 3D from within the SAP PLM application, and then save it back into the PDM vault.

"We'll make the Deep Server View Edition a standard part of our SAP PLM deployments," said Horst Heckhorn, CEO of CENIT North America, "as we at CENIT fully understand the value that Deep Server can provide to our SAP PLM customers. This is especially true with the Deep Server Enterprise Edition which we know from our own hands-on experience greatly optimizes a wide variety of core business processes and leverages our customers' even larger investment in SAP software. We are proud that SAP and Right Hemisphere have chosen CENIT as a key strategic partner for system integration, development and deployment."

In addition to Deep Server View Edition, Right Hemisphere announced the new "Deep Server Workgroup Edition" today. The Workgroup Edition is a comprehensive solution that is designed to meet the needs of corporate workgroups and SMBs from both a cost and functionality perspective.

“Our Deep Server Enterprise software has matured into a highly scalable, robust technology that helps some of the world’s largest and most admired manufacturers get their products and support materials to market faster,” said Right Hemisphere CEO Michael Lynch. “Now that more companies are realizing the value of merging visual product data and business data throughout the enterprise, we’re seeing very strong market growth. These new Deep Server products were created to address new business opportunities and to provide a more accessible price and configuration point of entry.”

Deep Server View Edition

Available immediately, Right Hemisphere’s Deep Sever View Edition is designed to enable 2D and 3D viewing, measurement, and cross sectioning of dynamically generated visual product information in SAP PLM 7.0. It does this by working with the Right Hemisphere Deep View™ software already integrated in the SAP PLM 7.0 solution. SAP AG (NYSE: SAP) licensed Right Hemisphere’s 2D and 3D visualization technology in June of 2008 to serve as the new visualization standard for the SAP NetWeaver® platform. SAP PLM 7.0, which is expected to begin shipping to customers in November, is the first SAP enterprise application to integrate Right Hemisphere’s visualization technology.

Functionally, Right Hemisphere Deep Server View Edition:

- Enables delivery of accurate visual product information directly into SAP PLM 7.0;
- Improves communication and effectiveness of applications that present complex information to users by associating text-based content with visual content; and
- Is upgradeable to full Deep Server Enterprise Edition for content publishing and/or integration of intelligent visual data into other business workflows.

Deep Server Workgroup Edition

Deep Sever Workgroup Edition is a comprehensive bundled solution that allows Deep Server to be used in limited scale environments that include corporate workgroups and SMBs. The software is also packaged for ease of deployment by Right Hemisphere’s strategic partners and VAR channel partners such as CENIT AG. Functionally, the Right Hemisphere Deep Server Workgroup Edition:



- Automates the publishing, management, and delivery of visual product data for corporate workgroups or small businesses;
- Is a comprehensive solution that enables downstream users to access and collaborate with engineering data; and
- Provides an affordable solution that leverages the enterprise-class performance and robustness of Deep Server Enterprise Edition.

Deep Server Enterprise Edition

The flagship of the Right Hemisphere product line, Deep Server Enterprise Edition software extends the value of 3D product information and traditional PLM systems beyond engineering to the rest of the enterprise. Deep Server Enterprise Edition is a robust, state-of-the-art solution for 2D and 3D product data processing, management and publishing. It is currently deployed at respected manufacturing companies such as Bell Helicopter, Chrysler, Halliburton, Joy Mining Machinery, and Sikorsky Aircraft. With its highly flexible architecture, it can be configured for a number of specific use cases and supports over 130 2D and 3D formats.

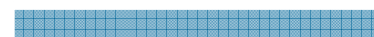
Functionally, Deep Server Enterprise Edition:

- Has proven enterprise class performance, scalability and robustness;
- Automates the publishing and delivery of intelligent product media to the right people, integrated directly into their business process, dynamically;
- Integrates data directly from engineering and ERP systems, and produces use-specific product content, files and documents based on business rules;
- Creates universal access to all product media and information across the enterprise; and
- Speeds products to market with better communication and collaboration across all departments.

For more information about the Deep Server product line, please go to www.righthemisphere.com.

About Right Hemisphere

Right Hemisphere is the leading provider of enterprise visual product communication, collaboration and publishing solutions. The company's software and solutions help Global 1,000 manufacturers to optimize their mission critical business processes such as sourcing, manufacturing, marketing and customer support. The software does this by integrating disparate product data readily available in corporate CAD, PLM, and ERP



systems. It then automatically delivers this intelligent product information into commonly used business documents, file formats and even directly into business applications for secure downstream use anytime, anywhere. 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.

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