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FOR IMMEDIATE RELEASE

Right Hemisphere Unveils New, Easy-to-Use “Deep Access” Digital Media Asset Management Software

*Web-Based Software Delivers a Unified Approach for Collaborating and Delivering
Product Information to the Extended Enterprise Easily and Securely*

Join us for a LIVE “Announcing Deep Access” Webinar!

11:00 am PST on Thursday, February 21, 2008.

For more information and to register go to:

<http://www.righthemisphere.com/webinar/DeepAccess>

Pleasanton, CA — February 19, 2008 — Right Hemisphere, the leading provider of visual communication and collaboration solutions, today announced its new web-based Deep Access™ digital media asset management (MAM) software. Deep Access works with Right Hemisphere’s Deep Server™ process automation system to deliver a unified, searchable repository of 2D, 3D and related media assets and metadata. Together Deep Access and Deep Server software provide an enterprise-class and comprehensive product information management solution that can automatically generate a full spectrum of product graphics derivatives and documents for all participants involved in a company’s development, manufacturing, promotion and support processes. With Deep Access, assets can be corralled and organized into categories, folders, and assembly structures. It even manages assets and metadata across multiple entities and geographies.

“With the proliferation of 3D and related product data, we’re seeing manufacturers struggle to efficiently store, find, manage, and distribute their digital assets,” said Mark Thomas, president, founder and CTO at Right Hemisphere. “The trend toward greater involvement of third parties in all aspects of a product’s design, manufacturing, marketing and support requires companies to be able to share their assets and view and mark them up with their partners and customers. We’ve developed Deep Access so these companies can share their assets easily and

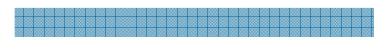
securely, as well as eliminate all of the wasted time spent searching for and recreating assets. The net effect of Deep Access is that all participants involved in the product lifecycle can be more effective and efficient.”

"We plan to integrate Deep Access as we believe it can greatly expand how we're sharing and collaborating on product information across our business," said Steve Lewis, Manager of Simulation at Bell Helicopter, a Textron company. "We've derived a great deal of value from our investment in Right Hemisphere software and solutions. We routinely share 3D content across various enterprise functions using Deep Server Web as a communications enabler for value-added derivatives and vendor information as well as source CAD data. We believe Deep Access will add further value by enabling us to stream live updates into our integrated communications flow.”

IDC Manufacturing Insights stated in its Theory & Practice Newsletter, “As companies evolve and mature social networking and collaboration, they will amass large amounts of not only structured product data, but also unstructured data pertaining to products, suppliers and customers. Searching in this corpus of knowledge will be the next challenge of PLM 2.0 tools.” *

To help tackle this next challenge of PLM 2.0 tools, there is Deep Access, a robust, feature rich MAM solution that:

- Amalgamates multiple computer-aided design (CAD), digital media assets, and metadata from multiple sources into one easy to use interface for anyone to access
- Organizes all CAD data and other media assets into categories, folders, and assembly structures
- Automatically displays CAD and multimedia files with relevant metadata and associations
- Maintains full version control of assets with check-in and check-out procedures
- Automatically creates “derivative graphics” – new forms of source graphics -- for preview, collaboration and downstream uses
- Has an easy-to-use Web-based user interface with customizable home page and reports



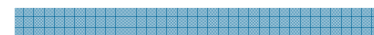
- Makes finding data easy with simple searches on asset names, properties, or metadata
- Enables collaborative viewing and markup of 2D and 3D CAD files, images and other assets
- Provides role-based security at the project, part and assembly levels
- Delivers user or admin defined metadata, categories, and processing methods
- May be extended to other tools and applications with the Right Hemisphere software development kit

Manufacturers that build complex products with geographically extended supply chains will especially appreciate how Deep Access facilitates collaboration via the Web for both 2D and 3D assets. With Deep Access, these users can view and save markups in a unified environment with one interface that supports almost any CAD data format or 2D and 3D media type, including associated textures and animations. Most importantly, Deep Access accelerates digital media production by enabling the re-use of assets and by shortening the time required to create assets. It also helps improve the quality of designs and media assets created by facilitating more efficient collaboration.

Deep Access is immediately available and requires the use of Right Hemisphere 5 Deep Server software. It is priced as part of an enterprise solution and starts at \$995 per server-connected user. Contact Right Hemisphere directly for more information at 800-720-9809 or sales@righthemisphere.com.

About Right Hemisphere

Right Hemisphere is the leading provider of enterprise visual product communication and collaboration solutions enabling manufacturers to optimize their global product development, launch, and support processes. 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.

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***IDC Manufacturing Insights, Theory and Practice Newsletter, February 4, 2008.**

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