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**FOR IMMEDIATE RELEASE**

**Right Hemisphere Presents the Benefits of Product Graphics Management to Automotive Executives at the AUTOe Conference 2006**

**Dearborn, MI — April 25, 2006** — Right Hemisphere<sup>®</sup>, the leading provider of Product Graphics Management (PGM) software, today announced it will present the business value of automating 2D and 3D product graphics delivery to automotive CIOs at the annual AUTOe conference this week in Dearborn, MI. In its sixth year, the 2006 AUTOe conference reflects the competing issues automotive information technology (IT) leaders face – the opportunity to streamline business processes with IT and the reality of highly constrained resources. Acknowledging the balance these IT leaders must strike, Right Hemisphere will showcase how its products automate and streamline product graphics for the entire enterprise, as well as how they can provide a return on investment measured in weeks.

In addition to demonstrating its PGM products, Right Hemisphere's Vice President of Worldwide Sales, Tom Meredith, will present in the Product Lifecycle Management track on Friday, April 28. This half-day PLM workshop will focus on the use of digitalization and virtualization in developing, manufacturing, and servicing products. Mr. Meredith will speak specifically to the business value of automating 2D and 3D product graphics delivery across the extended manufacturing enterprise. For more information on the practicality and power of using computer-generated imagery for automotive sales and marketing, Right Hemisphere has developed a white paper available for download at:

[http://www.righthemisphere.com/company/links/solutions/mktgsol/Product CGI white paper v2.5.pdf](http://www.righthemisphere.com/company/links/solutions/mktgsol/Product_CGI_white_paper_v2.5.pdf).

To be held April 27-28, AUTOe 2006 is the annual University of Michigan two-day conference focused on delivering a pragmatic view of the state of information

technology within the auto industry by the thought leaders best equipped to do so – automotive CIOs. For more information on AUTOe 2006, go to <http://cpd.engin.umich.edu/fmi/xsl/programs/details-short.xsl?-db=offering&-lay=web&-recid=2194&-find>.

### **About Right Hemisphere**

Right Hemisphere is the leading provider of Product Graphics Management (PGM) software, a new category of enterprise software. PGM enables manufacturers to globally source, sell, and service products more effectively by delivering the right 2D and 3D product graphics, in the right format, right now across their extended enterprises, all from accurate, up-to-date engineering data readily available in current CAD and PDM systems. Only Right Hemisphere lets you capitalize on your existing investments in 3D CAD and multimedia communications, while replacing today's manual product communications processes. With Right Hemisphere you can turn your product communications such as RFQs, catalogs, manuals, courseware, collateral, IETMs, and more, into competitive advantage. 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](http://www.righthemisphere.com) or call toll free at (877) 309-3204.

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