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FOR IMMEDIATE RELEASE

Right Hemisphere Software Enables 3D Product Visualization for Dental Equipment Manufacturer A-dec

Right Hemisphere Software Helps A-dec's Customers to Visualize Their Furniture Orders Fully Configured and in Interactive 3D

Pleasanton, CA — April 1, 2009 — Right Hemisphere®, the leading provider of visual communication and collaboration solutions, today announced that its software is powering the interactive 3D capabilities in a product visualization information (PVI) solution at A-dec®, one of the world's largest dental equipment manufacturers. With Right Hemisphere's Deep Server™ enterprise software at the heart of this system, A-dec was able to eliminate manual steps in its illustration process and dramatically cut quote and order confirmation time. Right Hemisphere's software also allowed A-dec to automatically generate interactive 3D PDFs of its furniture orders, giving customers a more accurate visual representation of the furniture they ordered and a better overall customer experience.

"Our original system was only semi-automated. It represented a very small portion of our product line, provided product illustrations for some but not all of the products, and required us to handhold orders throughout the entire process," said Chris Etzel, the project lead and a staff manufacturing engineer at A-dec. "This new, fully automated PVI system has solved these problems for us and does a much better job of meeting our customer's needs. It also brings us one step closer to our goal of being the easiest dental equipment manufacturer to do business with."

Deploying Right Hemisphere's Deep Server software for its PVI solution helped A-dec accelerate its internal drawing process and provide a better, more consistent overall customer experience. Now, for example, all of A-dec's customers—not just some—receive appropriate illustrations with their order confirmations, and in just

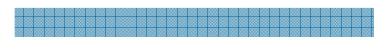
a few hours. The order confirmation package is a multi-page document complete with an interactive 3D representation of the furniture ordered and the product specifications.

Right Hemisphere's flagship Deep Server Enterprise Edition software integrates disparate product data readily available in corporate CAD, PLM, and ERP systems and then automatically delivers this intelligent product information into commonly used business documents, file formats and business applications for secure downstream use anytime, anywhere. Deep Server software is highly customizable and available in three versions that scale to customer requirements.

At A-dec, Right Hemisphere's Deep Server software is integrated with A-dec's online ordering software OrderNet, CATIA® V5 3D engineering software, and Microsoft® BizTalk® server. Once an order has been placed in OrderNet, BizTalk creates and sends a MBOM (manufacturing bill of materials) to Deep Server. Deep Server then dynamically creates PDF derivatives – which are 2D illustrations or 3D product graphic visuals specific to the individual order – as well as a series of PDF reports such as schematics, installation instructions, cabinet weights and measurements. Pulling data from a variety of sources, Deep Server then merges the final product visuals and static, text-based product information into one, unified 2D or 3D PDF packet for the customer. In the future, when Deep Server generates the product visuals it will also apply specific colors and textures to the furniture models to create photorealistic images of the configured products.

“A-dec is a perfect example of how Right Hemisphere's software can help a company not only speed internal business processes, but actually differentiate themselves from their competitors and insure better overall customer satisfaction,” said Mark Thomas, president, founder and CTO of Right Hemisphere. “With astute technology application, A-dec has been able to leapfrog its competitors by providing faster customer response time and distinctly higher quality, interactive product imagery.”

In addition to A-dec, Right Hemisphere's Deep Server software is being used by major manufacturers such as Bell Helicopter, Chrysler, Continental Automotive Systems, Halliburton, Joy Mining Machinery, NASA JPL, Sikorsky Aircraft, and



Spirit AeroSystems. For more information on Deep Server, please go to www.righthemisphere.com.

About A-dec

Headquartered in Newberg, Ore., A-dec is one of the largest dental equipment manufacturers in the world with a global network of authorized dealers and customers in more than 100 countries. Founded in 1964, A-dec designs, builds, and markets dental chairs, stools, delivery systems, dental lights, cabinetry, hand pieces, and a full line of dental accessories. For more information, visit www.a-dec.com or call 1.800.547.1883.

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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