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**FOR IMMEDIATE RELEASE**

## **New Right Hemisphere 5 Platform Optimizes Downstream Visual Product Communication and Collaboration**

*Integrated Software Platform Empowers Manufacturers to Optimize Global Product Development, Launch, and Support Processes*

**Fremont, CA — March 13, 2007** — Right Hemisphere® today announced the Right Hemisphere 5 platform, an integrated suite of visual product communication and collaboration solutions. The software is designed to eliminate various inefficiencies in the enterprise today and help manufacturers get their products and support materials to market faster. Right Hemisphere's next-generation software integrates with and extends all major product data management and product lifecycle management (PLM) systems, and enables the re-use of accurate and up-to-date product information. The software also automates the delivery of product information to anyone in the extended enterprise and in whatever format is required, including corporate document standards such as Adobe® PDF® and Microsoft® Office. This means stakeholders across the extended enterprise including sourcing, sales and marketing, manufacturing, training, and service and support functions can more rapidly and painlessly incorporate visual product information into their deliverables.

"Leading manufacturers point to successful product launches as critical to their market and revenue growth strategy, yet barely one-third feel this process is under control...The challenge is that [a] product launch is a cross-functional business process that requires seamless execution across the groups responsible for defining market demand, designing new products, and supplying and servicing customers," according to Michael Burkett, a vice president at AMR Research in the report titled *The CIO's Guide the PERFECT Product Launch*. The report also states, "...Unfortunately because application technology providers have remained siloed in their own areas of expertise, the inhibited flow of information between these domains has limited the responsiveness product launch teams require."

Right Hemisphere, with its Right Hemisphere 5 platform, is aimed right at the heart of solving various communication and collaboration problems across functional silos, customers, and partners. The platform includes new releases of Right Hemisphere's software stack, including major improvements and feature additions to its flagship Deep Exploration™ client and Deep Server™ enterprise software. These flagship products were fine-tuned based on direct customer input from Right Hemisphere customers such as DaimlerChrysler, Bell Helicopter, and Sikorsky, among others. The platform features:

- Robust technical illustration capabilities such as detailed view creation, symbols, new and improved line style materials, WebCGM output, 3D true type fonts, legacy illustration sheet support, thrust line generation, improved Adobe PDF callouts, and more.
- Added external workflow support for post editing and collaboration processes to make PDF creation more flexible and powerful.
- Advanced parts and bill of materials (BOM) management, including new metadata display and editing tools to make the management process easier and the documents more information rich.
- Updated measurement tools that are easier to work with, respond faster to commands, and include angle, volume, and surface area measurements for expanded engineering and design analysis work.
- New assembly and part workflows that allow merged parts to have materials and animations automatically applied, saving users significant rework time.
- S1000 compliant 2D and 3D symbol libraries to simplify S1000D document creation.

The Right Hemisphere 5 platform delivers compelling new and enhanced 3D PDF publishing capabilities for manufacturers. The software makes it even easier for these users to automatically author and publish rich, interactive 3D PDF files without requiring any JavaScript® programming knowledge. With Right Hemisphere 5, users can merge product manufacturing information (PMI) and key metadata from external sources with 3D models and publish them in a unified PDF file. This ability to associate important manufacturing specifications with metadata and 3D models in one secure, ubiquitous PDF empowers users with a powerful and painless collaboration, development and sourcing solution.

“3D PDF is emerging as a de facto standard for secure, dependable information exchange in documents that contain interactive 3D and CAD data,” said Tom Hale, senior vice president of Adobe's Knowledge Worker Solutions Business Unit. “The Right Hemisphere 5 platform — along with Adobe Acrobat 3D for publishing and editing, Adobe LiveCycle for IP security and workflow, and the ubiquitous Adobe Reader — enables manufacturers to significantly reduce costs and increase the effectiveness of their product communication and collaboration with customers, employees, and partners.”

Right Hemisphere 5 Deep Exploration, Deep Publish, and Deep View client software will all be available by March 19 in the Right Hemisphere e-store. Deep Exploration will be available in two versions: the Standard Edition for \$495 U.S. and the CAD Edition for \$1,995. Deep Publish, which has been significantly enhanced, now allows users to more easily publish, view, and share 2D and 3D graphics into Microsoft Office and Adobe® Acrobat® applications; and will be offered as a free download. Right Hemisphere's Deep View is a free viewer that allows users to view and interact with these 2D and 3D graphics in Microsoft PowerPoint, Word, or Excel.

Right Hemisphere 5 Deep Server will be generally available in early summer, 2007. For more information on any of these products, please go to: [www.righthemisphere.com](http://www.righthemisphere.com).

### **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](http://www.righthemisphere.com) or call toll free at (877) 309-3204.

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