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## **Right Hemisphere and Mecanica Enter Partnership to add 3D Visualization to Groundbreaking New PLM360 Solution**

*Mecanica Uses Right Hemisphere's Visual Application Development Suite and Deep View Software to Build New 3D Layer into PLM360*

**San Ramon, CA and St. Laurent, Canada — November 9, 2009** — Right Hemisphere®, the standard for Visual Enterprise solutions, and Mecanica Solutions today announced a technology partnership whereby Mecanica has embedded Right Hemisphere's 2D and 3D visualization technology into its PLM360 solution. PLM360 is an integrated suite of solutions designed to streamline business processes and increase speed around product development cycles. The full suite includes Project Management, Document Management, Business Process Management and Product Data Management modules. PLM360 empowers cross functional teams inside and outside the organization to efficiently share critical information, work collectively, and minimize manual processes resulting in higher levels of operational efficiency. The suite combines powerful and intuitive collaborative capabilities into a single, fully integrated solution.

Mecanica used Right Hemisphere's Visual Application Development Suite and Deep View software to add a layer of powerful visualization capabilities into its PLM360 solution. With these capabilities, PLM360 can take 3D computer-aided design (CAD) files from any major CAD application and translate them for use in a wide variety of lightweight 2D and 3D file formats. This visual content can then be merged into project management workflows so that visual product data becomes an integral part of the user experience. This visual content is also conveniently accessible via Mecanica's Web-based user interface.

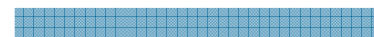
"Gone are the days when sharing and visualizing 3D product information was primarily for engineers," said Right Hemisphere Director of Marketing Bob Merlo.

“Adding 3D visualization into business applications and processes is making an appreciable difference in the way we work, in how quickly we comprehend, and ultimately in how productive we can be. If 3D visualization wasn’t adding considerable value to business processes, you would not see leading software companies like SAP, Corel, Adobe, and now Mecanica embedding our 3D capabilities into their applications.”

In an August 2008 report\* by Longview Advisors President David Prawel wrote, “A new vision is emerging, founded on leveraging visualization and graphics to mobilize product data outside of engineering. ‘Visual Manufacturing’ removes the barriers to effective collaboration and efficiency by delivering visual product data to stakeholders throughout the global value chain, through user interfaces uniquely packaged to suit the needs of specific users and functions. Product data of all types becomes accessible to thousands more people, to make faster decisions and accelerate their respective business workflows. Business processes are naturally streamlined...”

“The competitive landscape has created a need to produce and modify products at the speed of light,” said Mecanica Vice President of Business Development Morty Smolash. “This is where PLM360 enhances our customers’ competitiveness. Our clients have asked us to help them improve time to market, while minimizing the problems of quality control, production errors, expensive recalls and cost overruns associated with uncontrolled manual processes. PLM360 is the solution they’ve been waiting for. Its proprietary semantic engine enables defining and managing data in ways that were previously unimaginable.”

The Right Hemisphere Visual Enterprise technology inside PLM360 will help organizations better leverage their intellectual property – namely their 3D design engineering assets – while distributing them securely and broadly throughout the extended enterprise, including supply chain partners. The PLM360 solution also has a unique open architecture, making it easy to integrate with almost any existing product design or management tool as well as common ERP platforms. The solution is robust and scalable, driving efficiency and productivity from a departmental level right up to the enterprise and its suppliers. Easy to deploy and



use, the PLM360 platform enables companies to collaborate on a virtually unlimited variety of projects. Learn more at [www.PLM360.com](http://www.PLM360.com).

### **About Mecanica Solutions**

For over 25 years, Mecanica Solutions has been offering Product Lifecycle Management solutions to help manage product development processes while ensuring optimal product quality, reduced cycled time and enhanced profitability. Engineering professionals in the aerospace, automotive and consumer goods industries rely on Mecanica's CAD/CAM/CAE/PLM products and services to successfully fulfill their virtual product development requirements. The complete solutions portfolio includes software development, training, technical support, engineering services, data translations, product data management and staffing. Further information is available at [www.mecanicasolutions.com](http://www.mecanicasolutions.com).

### **About Right Hemisphere**

Right Hemisphere is the standard for Visual Enterprise solutions. The company's software and solutions help Global 1,000 manufacturers to optimize their mission critical business processes such as engineering, manufacturing, service and support, training and sales and marketing. The software does this by unifying visual product information with relevant business 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](http://www.righthemisphere.com).

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The names of companies and products mentioned herein are the trademarks of their respective owners.

**\*The Advent of Visual Manufacturing by Longview Advisors, Inc. August 2008**

#### Media Contacts:

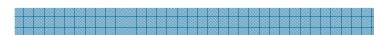
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