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**FOR IMMEDIATE RELEASE**

## **Right Hemisphere and Lightmap Introduce Studio Lighting Capabilities for Deep Exploration Authoring Software**

*Right Hemisphere and Lightmap to Showcase Dazzling New Lighting Capabilities for Deep Exploration Users in Free Webinar on December 15*

**San Ramon, CA, USA and Leicester, ENGLAND — December 8, 2009** — Right Hemisphere®, the standard for Visual Enterprise solutions, and Lightmap Ltd. today announced a new professional lighting tool for users of Right Hemisphere's Deep Exploration™ authoring software. Lightmap has an easy-to-use, professional lighting application called HDR Light Studio™ and has developed a plug-in version of it specifically for Deep Exploration 6.0 called "HDR Light Studio Live." Right Hemisphere and Lightmap are hosting a free Webinar on Tuesday, December 15 at 10:00 a.m. Pacific time to demonstrate what this tool can do and how straight-forward it is to apply to models and scenes.

Available for purchase in January 2010 from the HDR Light Studio Web site, the software plug-in can create HDRI light and reflection maps for CG renderings and provide instant feedback to users on their rendered scenes. Users create lighting designs by placing light sources onto a 2D canvas representing a sphere map and interactively modify their properties. As users manipulate the lights on the canvas the shape is automatically distorted in real time so they maintain their shape when mapped onto a lighting sphere.

"As much as 80% of the rendering production process is spent on the creation and optimization of lighting," said Right Hemisphere President and CTO Mark Thomas. "The real-time lighting creation and feedback loop this plug-in enables dramatically reduces the time it takes to create professional quality images that can truly replace traditional photography."

“Deep Exploration is a fantastic product and its environment maps do a good job of lighting models,” said Lightmap CEO Mark Segasby. “But we saw an opportunity to add another layer of sophistication to it with what we do best. Our software gives Deep Exploration users more control over their lighting and reflections, and allows them to quickly test and tweak their lighting set ups. This is a classic partnership in which everyone wins, particularly the end user who craves perfection in his final renders or has a client who demands it.”

The HDR Light Studio Live plug-in for Deep Exploration 6.0 will be available in two versions: Basic for \$299 U.S. and Pro for \$999 U.S. To learn more about the new lighting plug-in for Deep Exploration, please register for the December 15 Webinar at <http://www.righthemisphere.com/webinars/unreal-realism>.

### **About Lightmap Ltd.**

Lightmap Ltd. is at the forefront of HDRI lighting software development for the CGI industry. HDRI has been around for many years but has been limited to using static HDRI images, until now. Lightmap Ltd. saw the opportunity to use HDR technology in a totally new way to provide lighting and reflection information via interactive environment maps, so 3D artists can light their work with the ease and control of existing CG lighting approaches, whilst using the fast render speed and added realism that image-based lighting brings.

The unique world first software, HDR Light Studio, was launched in February 2009 to critical acclaim and has been adopted by hundreds of leading studios around the globe. For more details about HDR Light Studio and the new HDR Light Studio Live plug-in please visit: [www.hdrilightstudio.com](http://www.hdrilightstudio.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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