



RIGHT HEMISPHERE INC.

3130 CROW CANYON PLACE, SUITE 210

SAN RAMON, CA 94583, USA

PH: +1 925 355 9300

FAX: +1 925 355 9301

WWW.RIGHTHEMISPHERE.COM

FOR IMMEDIATE RELEASE

Right Hemisphere Contributes Visualization Technology to SAP's Complex Assembly Manufacturing Solution (CAMS)

San Ramon, CA — June 17, 2010 — Right Hemisphere[®], the standard for visual enterprise solutions, today announced that its visualization technology is being integrated into the complex assembly manufacturing solution (CAMS) 7.1 software from SAP AG (NYSE: SAP). CAMS 7.1 is scheduled to include an enhanced version of the Right Hemisphere Deep View[™] software. The planned integration will standardize the viewer across all of the applicable modules in the CAMS suite. Right Hemisphere's technology delivers a host of enhanced communication and collaboration capabilities, including more visual information to help improve decision making and reduce errors across the enterprise.

"Our strategy is to complement SAP's manufacturing execution and business solutions with best-in-class technologies from our partner ecosystem," said Magnus Bjorendahl, global director, Aerospace & Defense solutions, SAP. "The result is a set of well-matched technologies that increase production responsiveness and improve operational excellence for our aerospace and defense customers. Integrating Right Hemisphere's advanced 3D viewer with the CAMS suite will enhance our solution by enabling business and visual data to flow harmoniously across the enterprise."

Today at the Solution Summit for Aerospace and Defense, being held in Dallas, Right Hemisphere is giving attendees a look at the viewer capabilities that are scheduled to ship with CAMS 7.1. For example, Right Hemisphere will show how Deep View generates and displays 3D animated work instructions to help accelerate shop-floor assembly procedures and reduce errors.

SAP's CAMS will be the next major SAP solution to integrate Right Hemisphere's visual enterprise technology. In 2008, SAP signed an OEM agreement to license

Right Hemisphere's 2D and 3D visualization technology. The SAP® Product Lifecycle Management (SAP PLM) application was the first SAP enterprise application to integrate and take advantage of Right Hemisphere's 3D platform. Building on this relationship, Right Hemisphere is working on additional ways to visually enhance business processes across the SAP solution suite.

The integration of Right Hemisphere's 3D viewing technology in both the SAP PLM and CAMS solutions will allow users to incorporate Right Hemisphere client and enterprise software products with their IT infrastructures. With Right Hemisphere's Deep Exploration™ client software and Deep Server™ enterprise software deployed, customers can leverage visual product information directly sourced from engineering to eliminate some of the inefficiencies and duplication of effort that occur further downstream in the enterprise.

"Like SAP, Right Hemisphere is enabling its manufacturing customers to achieve operational excellence," said Right Hemisphere CEO Michael Lynch. "With SAP, we have teamed with a vendor that understands the power of visualization and the value of this information throughout the manufacturing enterprise."

About Right Hemisphere

Right Hemisphere sets 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.

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Any statements contained in this document that are not historical facts are forward-looking statements as defined in the U.S. Private Securities Litigation Reform Act of 1995. Words such as “anticipate,” “believe,” “estimate,” “expect,” “forecast,” “intend,” “may,” “plan,” “project,” “predict,” “should” and “will” and similar expressions as they relate to SAP are intended to identify such forward-looking statements. SAP undertakes no obligation to publicly update or revise any forward-looking statements. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. The factors that could affect SAP’s future financial results are discussed more fully in SAP’s filings with the U.S. Securities and Exchange Commission (“SEC”), including SAP’s most recent Annual Report on Form 20-F filed with the SEC. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates.

Media Contact:

Susan Austin

Right Hemisphere

+1-408-266-2322

Susan.austin@righthemisphere.com