

## **Right Hemisphere Honored in Start Magazine's Annual Hottest Companies Awards** *2005 Awards Name Right Hemisphere a Company to "Keep an Eye On"*

August 1, 2005, Fremont, CA—Right Hemisphere®, a leading provider of Product Graphics Management (PGM) software, today announced it has been honored by Start magazine as a company to "Keep an Eye On" in its annual Hottest Companies of 2005 awards issue. Start magazine bestows this special distinction on a small number of businesses that it deems likely to make a significant impact on manufacturers in the coming year. Start is a leading trade publication serving manufacturers in a variety of industries, including petroleum, pulp and paper, food and beverage, electronic equipment, industrial equipment, aerospace, and automotive.

"Our mission is to serve manufacturing executives and to help them understand the business benefits of advanced technology that can help them prosper," said Start Editor-in-Chief John Buell. "In this year's awards issue, we call Right Hemisphere to manufacturing executives attention because we believe they have identified another way to streamline operations. The company's partnership with Adobe is also impressive and goes a long way to reinforcing Right Hemisphere's commitment to the marketplace and innovation."

Awards candidates must be suppliers who target the manufacturing industry and who have developed innovative applications of products or services. Candidates were judged by the Start magazine editorial staff on the basis of uniqueness of product or service offering; growth comparing 2004, 2003, and 2002 revenues; other awards and honors received; significant client wins in 2004; and biggest accomplishments or hurdles overcome in 2004. Revenue was the number one consideration.

"Manufacturers have an enormous, enterprise-wide demand for an easy-to-use way to integrate, automate, search and manage their product graphics," said Right Hemisphere Vice President of Marketing Bob Eve. "Our Deep Server software responds to this critical need and fits neatly into the current IT infrastructure, complimenting existing investments in PLM, ERP, and PDM. We're very proud to have helped numerous customers gain massive business value and to have that contribution acknowledged by the editors of Start magazine."

In 2004, Right Hemisphere grew revenue 62% over the prior year. Its 3D viewing technology was licensed by Adobe Systems Incorporated and incorporated into Adobe® Acrobat® 7.0 and Adobe Reader® 7.0 software. The company also recently secured \$12 million in Series B financing from a combination of lead investor Sutter Hill Ventures and others.

### **About Deep Server™**

Right Hemisphere's flagship product is Deep Server, an enterprise software application that integrates CAD/PDM and publishing applications, automates 2D and 3D graphics publishing processes, and manages product graphics in over 120 leading modeling and graphic formats. Deep Server leverages CAD models as a source for lightweight graphical models and derivative graphics and integrates these graphics into Enterprise Content Management (ECM), Digital Content Creation (DCC), and Dynamic Enterprise Publishing (DEP) applications for multi-channel publishing to customers, employees, distributors, and suppliers.

Deep Server automates 2D and 3D graphics publishing processes using scalable graphics technology and best practice solutions to automate manual activities, integrate previously automated ones, and provide better visibility and control at every step. Deep Server manages 2D and 3D products graphics in a unified repository that is easy to access, yet secure. Home for lightweight graphical models and derivative graphics (technical illustrations, photorealistic images, and interactive scenes), this repository supports all the leading modeling and graphics formats. This allows subject-matter experts, illustrators, graphics designers, and others to author and publish using whatever tools and formats work best, while eliminating the need for engineering involvement.

### **About Start Magazine**

Start magazine focuses on the greater business issues that can be solved for manufacturing executives. Top executives have come to rely on Start for sound technological advice coupled with solid coverage of the financial, political, and management. Since its inception in 1997, Start has focused on reaching the C-level suite. Today, 85,000 top manufacturing executives—CEOs, presidents, CFOs, CIOs, CTOs, COOs, vice presidents, and other executives—have come to rely on Start's keen editorial each month.

### **About Right Hemisphere**

Right Hemisphere is the leading provider of Product Graphics Management (PGM) software. PGM is a new category of enterprise software that integrates, automates, and manages 2D and 3D product graphics across the extended enterprise. Five of the top six automotive OEMs, nine of the top 10 aerospace and defense contractors, and hundreds more customers use Right Hemisphere software to streamline publishing of technical publications, interactive training, marketing communications, engineering collaboration documents, and more. Right Hemisphere accelerates time to market for new products and product support offerings, increases revenue and competitive advantage, and reduces product lifecycle 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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