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**FOR IMMEDIATE RELEASE**

## **Right Hemisphere Accelerates Content Production with New Deep Creator 3D Authoring Software Release**

*New Deep Creator 2.3 User Interface Enhances Intuitive Workflow and Delivers Added Customization Capabilities*

**I/ITSEC — Orlando, FL — December 4, 2006** — Right Hemisphere<sup>®</sup>, the leading provider of Product Graphics Management (PGM) software, today announced a new version of its interactive 3D authoring software—Deep Creator<sup>™</sup> 2.3—which features a new user interface and 3D scene set-up wizards to speed content creation by more than 25 percent. Deep Creator has become an increasingly popular application for building complex, interactive training environments, particularly in the aerospace and defense industries. With its new user interface, the software delivers extensive new customization capabilities so users can create their own toolbars and configurations to shape Deep Creator to meet different production needs and workflows. The new version also supports dual monitors for increased visual work space and provides an overall improved look and feel for a better, more intuitive and efficient end user experience. These combined enhancements simplify and significantly reduce the time required to create training content.

“Powerful authoring tools take time to learn. Conversely, courseware and media developers are usually up against very tight deadlines,” said Right Hemisphere Senior Product Manager Phillip Trotter. “So one of our primary development goals for Deep Creator was and still is to keep the product easy to use for rapid content creation as we augment its functionality. Our 2.3 release, for example, makes setting up large portions of scenes much quicker and easier for training, walkthrough visualizations, and product presentations. Customers should be very pleased to see that Deep Creator is more powerful and efficient than ever, and still very easy to use.”

In addition, Deep Creator 2.3 features include:

- Customized scene set-up wizard templates to address any given look and feel, or to be used out of the box.
- Tighter integration with the Right Hemisphere Deep Server™ enterprise and Deep Exploration™ CAD Edition software products with support for the .rh 4 file format for seamless workflow and data exchange across Right Hemisphere server and desktop products.
- A new real-time physics simulation engine based on the popular Newton Game Dynamics Engine to enable more complex rigid body simulations and fully interactive virtual environments.
- Improved real-time shader and materials support to give media developers more flexibility to build various types of 3D applications such as kiosks, point of sale, powerwall and stereo presentations that exploit modern graphics capabilities to the fullest extent.
- Stereo and powerwall support as a standard component of the application to allow media and training development teams to showcase new designs and content.

“CAD data access has been one of the biggest problems we hear about from OEMs and training specialists,” Trotter added. “Integrating Deep Creator tightly with our Deep Server and Deep Exploration applications removes this problem entirely for training developers both inside and outside of the enterprise. Instead of spending time searching for and converting CAD data, training teams can acquire and transform 3D CAD data into lightweight 3D models quickly and focus their time on producing training content with Deep Creator. Our tighter Deep Server and Deep Exploration CAD Edition integration also makes it easy to incorporate new product design changes into training content as they occur.”

Deep Creator is used to author high quality, complex, event driven interactive 3D scenes for computer-based training, simulations, architectural visualization, virtual reality environments and video games. The 3D authoring software is also SCORM® (Sharable Content Object Reference Model) compliant. SCORM is a

collection of standards and specifications, and a critical requirement for the delivery of military training content via the Web.

Deep Creator 2.3 is available later this month for \$1,995 from the Right Hemisphere e-Store located at <http://www.righthemisphere.com/store/index.php> or from regional resellers. To locate a reseller in your region please email [sales@righthemisphere.com](mailto:sales@righthemisphere.com). A trial version of the software is also available for download at <http://www.righthemisphere.com/support/downloads/download.php>.

### **About Right Hemisphere**

Right Hemisphere is the leading provider of Product Graphics Management (PGM) software, a new category of enterprise software. PGM enables manufacturers to globally source, sell, and service products more effectively by delivering the right 2D and 3D product graphics, in the right format across their extended enterprises, all from accurate, up-to-date engineering data readily available in current CAD and PDM systems. Only Right Hemisphere lets you capitalize on your existing investments in 3D CAD and multimedia communications, while replacing today's manual product communications processes. With Right Hemisphere you can turn your product communications such as RFQs, catalogs, manuals, courseware, collateral, IETMs, and more, into competitive advantage. 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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