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FOR IMMEDIATE RELEASE

Joy Mining Machinery to Streamline Technical Publications Business Processes with Right Hemisphere Software

Joy Also Expects Software to Help Improve Marketing Graphics Consistency and Quality, Protect Intellectual Property, and Aid Supplier Communications

Pleasanton, CA — February 6, 2008 — Right Hemisphere[®], the leading provider of visual product communication and collaboration solutions, today announced that Joy Mining Machinery has signed a multi-year subscription for its software. The world's leading provider of mining equipment and services, Joy is currently deploying Right Hemisphere's client and enterprise software to automate and streamline the production of its technical support publications such as maintenance training and technical service manuals. The software will also allow Joy's technical publications group to develop on demand, interactive content for troubleshooting guides and training classes.

Right Hemisphere's software leverages existing engineering 3D CAD data to automatically generate customizable 2D and 3D graphic derivatives used in product documentation. By automating this process, Right Hemisphere's software reduces both manual steps and content development time, and enables manufacturers to increase the amount of 2D and 3D content included in their documentation. With less text and more, higher quality graphical content, manufacturers like Joy can expect more effective knowledge transfer to the consumers of these publications, namely their customers and field service engineers.

"We understand that machine downtime can cost our customers as much as a thousand dollars per minute that cannot be recovered. So we cannot put a strong enough emphasis on our Life Cycle Management products and services," said Dan Armour, manager of technical services at Joy. "Right Hemisphere's Deep

Server software will help us provide the shortest distance between downtime and uptime for our customers.”

Armour continued, “The need to communicate and train graphically has never been greater. Joy has some highly skilled workers coming into retirement soon. The company’s products are increasing in complexity and we’ve also been expanding into non-English speaking markets. We’re looking to Right Hemisphere’s software to help us incorporate more graphics into our global communications and training processes so that we can effectively train new customers and field service personnel around the globe.”

A company with customers located around the world in countries such as Australia, China, Russia, Brazil, and South Africa, Joy is also looking to Right Hemisphere’s software to help transform its global product communications. Since Right Hemisphere’s software can automatically publish product graphics and other data such as Product Manufacturing Information (PMI) into secure 3D Adobe® PDF® files, Joy will be able to use the software to communicate effectively about its products with its global customers and suppliers without potentially compromising its intellectual property by sharing actual CAD data.

In addition to the technical publications and supplier communications teams, Joy has identified other areas within the company that could benefit from Right Hemisphere’s product communication and collaboration solutions. The Joy marketing team, for example, will be using the software to produce higher quality, photo-realistic renderings of its products and logo for its Web site and marketing collateral. Right Hemisphere’s software will further help ensure a consistent level of image quality across Joy’s marketing mediums. Joy may apply Right Hemisphere’s software to a number of other functional areas too, including manufacturing for rapid assembly and process sheet development; sales to view product configurations; and customer support for services such as searchable part catalogs with visuals.

“Joy is a very forward-thinking company,” said Michael Lynch, CEO at Right Hemisphere. “The company had a very specific need within its technical publications team, but had the incisiveness to step back and see how this new

breed of enterprise product communication and collaboration software could address a number of different product communications issues that span the company. It's customers like Joy that have the vision to identify use cases that we haven't even thought of yet ourselves. I very much look forward to seeing what they do with the software once it is fully deployed and explored by all its functional teams."

About Right Hemisphere

Right Hemisphere is the leading provider of enterprise visual product communication and collaboration solutions enabling manufacturers to optimize their global product development, launch, and support processes. Right Hemisphere maximizes knowledge transfer efficiency of product information to downstream stakeholders by automatically publishing product information readily available in CAD, PLM, and ERP systems into common document formats and business applications. 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.

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