



- For Immediate Release -

Right Hemisphere® Launches Deep Publish™ for Microsoft® Office Users

New Software Empowers Even Non-Technical Users to Import and Repurpose Complex 3D Data into Microsoft Office Applications with Ease

November 11, 2003, San Ramon, CA—Right Hemisphere, a leading provider of Visual Information Systems (VIS), announced today the immediate availability of Deep Publish for Microsoft Office users. Deep Publish software helps non-technical users tap the huge value locked away in 3D engineering design databases for use in presentations, training sessions and other documentation. By enabling companies to repurpose their 3D data instead of recreate it; Deep Publish has the potential to save companies millions of dollars. Repurposing also preserves data integrity and helps companies avoid expenses incurred when data is reworked incorrectly and communicated to others.

Deep Publish is designed to allow users with even basic computer skills to create and distribute dynamic 3D presentations within Microsoft PowerPoint®, Word and Excel applications. Until now, integrating 3D data into common office applications has been extremely cumbersome, complex and time consuming.

“PowerPoint is widely used for F-16 Block 60 Program briefings, meetings, and training sessions,” said Chuck ‘Seeker’ Hoag, pilot training team lead at Lockheed Martin Aeronautics Company in Fort Worth, Texas. “Right Hemisphere’s Deep Publish software bridges the gap between our Unix-based CAD engineering files and our PC based PowerPoint presentations, so that we’re able to see moveable, functional 3D graphical models within PowerPoint. The quality and effectiveness of our training presentations have greatly improved as a result. Our training audiences are more engaged and complex parts and processes are simplified. And the free Right Hemisphere Deep View means we can send those PowerPoint slides to virtually any PC.”

“Considering that PowerPoint, Word and Excel are the de-facto office applications for business communication, Deep Publish is a great leap forward in making 3D a common medium of communication for everyone,” says Michael Lynch, CEO at Right Hemisphere. “We’ve been working hard to integrate 3D into various departmental applications. Integrating the highest possible quality 3D technology into Microsoft Office is the natural next step in communication evolution.”

“Deep Publish is an extremely useful tool, especially considering PowerPoint, Word and Excel are the standards for business communication. Effective communication has always been one of the biggest strengths of 3D. Deep Publish will give diginiche and its clients the ability to use 3D in many circumstances that we weren't able to before. For example, our clients are now able to embed – quickly and easily

– a fully interactive 3D product demonstration within a Word document,” said Paul Nykamp, a partner at diginiche, a Canadian-based firm that specializes in creating 3D interactive presentations and images.

How it Works

Deep Publish allows users to embed 3D files from an array of popular 3D file formats such as .3ds, .rh, .lwo, .wrl, (VRML) .dxf, and .obj. Up to 80 additional types of data files can be imported into Microsoft Office applications using Deep Exploration or Deep Server. This includes access to native CAD formats such as Pro/ENGINEER®, CATIA®, AutoCAD® and Unigraphics®, and a range of other medical, scientific and AEC (architecture/engineering/construction) application formats. Additionally, with Right Hemisphere’s software development kit, customers can write support for any file format they need. Office documents saved with 3D embedded content can be distributed to others and viewed using Right Hemisphere’s free Deep View software.

Availability and Pricing

Deep Publish is available for download at the company’s website, go to www.righthemisphere.com/deepublish for a trial version of Deep Publish and www.righthemisphere.com/dv for access to Deep View. Priced at \$149, Deep Publish is available immediately in North America through Jeff Burgess & Associates, Inc. (JB&A) and globally through the Right Hemisphere website.

Right Hemisphere recently received financing from Sequoia Capital, a leading San Francisco based Venture Capital firm.

About Right Hemisphere

Right Hemisphere www.righthemisphere.com is the leading provider of Visual Information Systems (VIS) that enable enterprises to automatically repurpose their existing data for publication in downstream product lifecycle applications such as sales and marketing, technical documentation, manufacturing and maintenance training, bill of materials and parts management, visual simulation and more. Right Hemisphere's patent-pending technology replaces manual processes and enables customers to dramatically increase the ROI on the billions of dollars already spent on the creation of product data. By extending the use of product data beyond technical applications, across the enterprise and throughout the product lifecycle, customers can transform business processes, cut costs and time to market, and increase service revenues.

Media Contact

Mary Alice Krayecki

+1.818.557.0003 X 706

maryalice.krayecki@righthemisphere.com

Copyright© 2003 Right Hemisphere. All other brand names, product names, or trademarks belong to their respective holders.