



RIGHT HEMISPHERE INC.

3825 HOPYARD ROAD, SUITE 150

PLEASANTON, CA 94588, USA

PH: +1 925 460 8133

FAX: +1 925 460 8136

WWW.RIGHTHEMISPHERE.COM

FOR IMMEDIATE RELEASE

Right Hemisphere Transfers Deep Creator Product Development to Esperient Corporation

Agreement Allows Right Hemisphere to Have Greater Focus on Enterprise Management and Publishing Product Development

Pleasanton, CA — May 12, 2008 — Right Hemisphere[®], the leader in visual product communication and collaboration solutions, today announced that it has signed an agreement with Esperient Corporation to outsource the development, maintenance and customer support of its Deep Creator[™] 3D authoring software. Esperient has already assumed sales and support responsibilities for Deep Creator and its customers, and has developed a new 3.0 version of the software available today through its e-store. As part of the agreement, Right Hemisphere will retain its interest in Deep Creator by becoming a shareholder in Esperient and by ensuring the product's tight integration with Right Hemisphere's enterprise solutions. Right Hemisphere will also continue to sell Deep Creator to its Deep Server[™] enterprise customers.

Esperient was founded in October 2007 by four former Right Hemisphere employees with a distinct passion for interactive 3D visualization and simulation technology. The Esperient technical team is headed by Michael Bailey, the original architect of Deep Creator.

"All Right Hemisphere customers will be better served by this agreement with Esperient," said Michael Lynch, CEO at Right Hemisphere. "With Deep Creator back in the hands of its original development team and visionary leader, the product will move forward much faster. At the same time, our core engineering team will be able sharpen its focus on advancing our graphics management and publishing solutions. This is the classic win-win."

Announcing Esperient Creator 3.0

Right Hemisphere and Esperient began their collaboration last October when the two companies signed an Interim Licensing Agreement. Since then, Esperient has been reviewing customer feedback and incorporating that feedback into its development of a new major release of the product. The new release—formally renamed Esperient Creator 3.0—is available starting today and has more than 200 new features.

Esperient Creator 3.0 software now delivers:

- A streamlined user interface.
- Improved support for designers working on very large resolution, multi-screen based authoring.
- A completely revamped in-built asset browser with new support for interactive 3D material previews and drag and drop scene authoring for applying materials, meshes and objects to an interactive 3D scene.
- Industry-leading render to texture support, including advanced real-time water with real-time reflection and refraction effects as well as real-time shadow maps and over 100 pre-built pixel and vertex shaders.
- Extended video support so users can include streaming media in interactive 3D scenes using popular video formats such as Apple QuickTime (.mov), Microsoft® Windows Media® Video (wmv) and Adobe® Flash® Video (.flv).
- Support for the latest Right Hemisphere importers such as Autodesk® 3ds Max® 2008, Autodesk® Maya® 2008, and Google SketchUp 6.

Esperient Creator 3.0 is available for purchase and download from the Esperient Web site at www.esperient.com. Esperient has also established a new Creator user forum on its Web site.

CEO of Esperient Ben Vaughan said, “We are delighted to have signed this agreement with Right Hemisphere and extremely pleased that they have decided to maintain a long term interest in Esperient. We have exciting plans for the future development of Esperient Creator. In part, this is reflected in our decision to change the license terms to an annual subscription and to reduce the cost of the product to just \$500.”

About Esperient

Esperient was founded in October 2007 to acquire and continue the development of Deep Creator. The Company’s founder shareholders include four former



employees of Right Hemisphere, led by Mike Bailey the original architect of Deep Creator, and Ben Vaughan, the Chief Executive Officer, who has been involved in the 3D visualization industry since 1990.

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.

###

The names of companies and products mentioned herein are the trademarks of their respective owners.

Media Contacts:

Right Hemisphere
Susan Austin
PR Manager
+1-408-266-2322

susan.austin@righthemisphere.com

Esperient Corporation
Ben Vaughan
CEO
44 (0) 1858 881327
ben.vaughan@esperient.com

