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**FOR IMMEDIATE RELEASE**

**Right Hemisphere CTO to Speak at Society of Manufacturing Engineers CAD Data Exchange Conference**

**Fremont, CA — May 17, 2006** — Right Hemisphere<sup>®</sup>, the leading provider of Product Graphics Management (PGM) software, today announced its Founder, President, and CTO Mark Thomas will present “Unlocking 3D for Product and Support Offerings” at the Society of Manufacturing Engineers (SME) CAD Data Exchange Conference in St. Charles, IL next week.

Mr. Thomas will address the barriers—such as interoperability—to efficiently delivering 3D data throughout the enterprise. Scheduled for Wednesday, May 24 at 3:15-4:45 p.m., Mr. Thomas’ session will also review how to overcome these barriers by leveraging existing product information assets and streamlining the production of product graphics and publishing of product communications to transform business processes. Attendees will learn how PGM solutions can significantly impact the delivery of sourcing and production, sales and marketing, and service and support product communications.

Mr. Thomas is an acknowledged expert in both engineering graphics (such as mechanical CAD, 3D visualization, finite element analysis, and computational fluid dynamics) and entertainment graphics (such as game animation, special effects, and 2D/3D video editing). Before founding Right Hemisphere, Mr. Thomas started CADS—New Zealand's leading mechanical CAD reseller—and worked on the CAD/CAM/CAE implementation behind New Zealand's winning Americas Cup challenge.

SME’s CAD Data Exchange is a two-day, international conference presenting attendees with the latest best practices, techniques, and technologies in data exchange and how to apply them to be more globally competitive and operationally efficient. The conference is co-located with SME’s Rapid Prototyping

and Manufacturing Conference & Exposition (RAPID 2006). For more information on these conferences, visit <http://www.sme.org/cgi-bin/get-event.pl?--001642-000007-019944--SME-> or [www.sme.org/rapid](http://www.sme.org/rapid), respectively.

### **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, right now 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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