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Right Hemisphere Technology Powers 3D Publishing for Adobe Acrobat and Adobe Reader 7.0 Software

Right Hemisphere Technology included in Acrobat and Adobe Reader 7.0 to Support New Standard for Viewing Industrial 3D Content

January 18, 2005, Fremont, CA — Right Hemisphere®, a leading provider of enterprise software for intelligent 3D publishing solutions, today announced it has licensed its 3D viewing technology to Adobe Systems Incorporated for Adobe® Acrobat® and Adobe Reader® 7.0 software. Right Hemisphere's Deep View™ technology was included in Acrobat 7.0 software to allow users to view 3D content. In order to get 3D computer-aided design (CAD) data preparation, translation, authoring, and publishing capabilities for Acrobat 7.0, users can purchase Right Hemisphere's Deep Exploration™ software separately. Deep Exploration, which supports over 120 different data types, translates 3D CAD files from their native formats into a number of different formats, including the Universal 3D (U3D) format adopted by Adobe and built into the new release of Acrobat.

"This is the first step in our collaboration with Adobe to make 3D more accessible," said Right Hemisphere CEO Michael Lynch. "Enterprises can now extract much more value from their 3D CAD assets – like reusing them for interactive training, technical documentation, or marketing communications. Empowering customers to reuse their 3D assets in Acrobat is a powerful and intelligent extension of our customers' publishing capabilities. Moreover, working with a respected industry leader like Adobe, we can now unlock 3D from its current confines and make its use as ubiquitous as 2D is today."

"Increasingly, Acrobat software is becoming integral to document workflows in AEC and manufacturing where viewing and interacting with 3D content is key to completing projects on time and on budget," said Eugene Lee, vice president, Intelligent Documents Business Unit, Adobe. "We are pleased to be collaborating with Right Hemisphere to deliver access to 3D content in PDF via the open U3D format."

Right Hemisphere software unlocks vast amounts of industrial 3D content trapped in CAD systems and transforms it into a universal, lightweight format that can be embedded in PDF documents. Right Hemisphere's ability to repurpose almost any type of 2D and 3D data created in engineering for non-engineering purposes means a single source of 3D content can be tapped for multiple uses such as interactive training and simulation, electronic technical manuals, marketing communications, and other product supportability applications. This 3D content can also be published to multiple mediums, including the Web, print, and CD-ROM to streamline downstream business processes and eliminate time consuming and cost-prohibitive recreations of 3D content that already exists.

“Right Hemisphere is methodically tearing down the barriers to wide-spread 3D CAD data use—a goal we both applaud and share,” said Jeff Herbst, vice president of business development at NVIDIA Corporation, a worldwide leader in graphics and digital media processors. “Right Hemisphere’s latest collaboration with Adobe will allow some half a billion Adobe Reader users to increase their use of 3D and work smarter. NVIDIA fully supports Right Hemisphere and Adobe’s efforts to simplify and proliferate the use of 3D. We will remain in lock step with both companies to ensure that NVIDIA graphics hardware works great with their software and delivers the best possible end user experience.”

Right Hemisphere’s intelligent 3D publishing software provides support for over 120 different types of 2D and 3D data files. Users can convert and import files into Acrobat and Microsoft® Office® applications using Right Hemisphere’s Deep Exploration client software or its flagship enterprise-level offering, Deep Server™. Right Hemisphere support includes access to native CAD formats such as Pro/ENGINEER®, CATIA®, AutoCAD®, SolidWorks®, and Unigraphics®, as well as a range of other medical, scientific, and architecture/engineering/construction (AEC) application formats. With Right Hemisphere’s software development kit, customers can write support for virtually any additional file format they need.

Users may also obtain trial versions or purchase Right Hemisphere software from the company’s Web site at www.righthemisphere.com. To locate a Right Hemisphere reseller in your region, please go to <http://www.righthemisphere.com/store/index.php>.

Right Hemisphere

Right Hemisphere is the leading provider of enterprise software for intelligent 3D publishing solutions. The company’s software enables non-engineers to efficiently repurpose 2D and 3D engineering design data into high-impact, visual communications for product support applications including interactive training, technical documentation, and marketing communications. From backend database integration through content conversion, asset management, content authoring and delivery, Right Hemisphere’s intelligent, start to finish, 3D publishing solutions provide a comprehensive and open system for developing and deploying scalable enterprise product support solutions. By delivering these tools, Right Hemisphere helps manufacturers and their supply chains to significantly reduce content production costs, accelerate products to market and increase revenues with superior product support and service offerings. For more information please visit: www.righthemisphere.com or call toll free at (877) 309-3204.

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