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**FOR IMMEDIATE RELEASE**

## **Right Hemisphere Showcases Product Graphics Management Technology at the Interservice/Industry Training, Simulation & Education Conference (I/ITSEC)**

*Right Hemisphere will demonstrate cost-effective technology that unlocks the value of 3D engineering data for use in interactive training solutions*

**November 21, 2005, Fremont, CA**—Right Hemisphere<sup>®</sup>, a leading provider of Product Graphics Management (PGM) software, today announced its attendance at the I/ITSEC show in Orlando, Florida. Right Hemisphere will demonstrate its product graphics management technology, a preferred solution chosen by nine of the top 10 market leaders in aerospace and defense, to manage their product graphics, generate interactive 3D courseware and more.

Right Hemisphere will host booth #1167 at the show from November 29 through December 1, 2005. Through interactive pods and on-stage presentations, Right Hemisphere will provide guests in pursuit of improved training and education programs from the armed services, industry, academia and various government agencies an inside look at its products, including Deep Server<sup>™</sup>, Deep Exploration<sup>™</sup> and Deep Creator<sup>™</sup>. It will participate in the show alongside of several of its customers, including Lockheed, who have relied upon Right Hemisphere technology to generate some of their own highly impressive and exemplary training and simulation programs.

Hundreds of high-profile training and simulation programs will be unveiled at the I/ITSEC show next week and Right Hemisphere's technology could have offered many of their developers significant process improvements and cost reductions. Many aerospace and defense companies have already realized that Right Hemisphere software is a fast, accurate and cost-effective alternative to the traditional courseware development methodology which is largely manual, error-prone, very time-consuming and expensive. By automatically translating the original engineering data with Right Hemisphere software, users can now introduce more interactive 3D content into their courseware to make it more engaging and effective and meet the demands of their courseware consumers.

"Right Hemisphere's technology has enabled MAROPS to create and integrate complex 3D models into interactive training applications for a number of organizations including the Royal New Zealand Air Force, Raytheon, British Aerospace and the Royal New Zealand Navy. As a result, we have successfully demonstrated a cost effective and powerful means to deliver high impact 3D training content to our customers," said Andrew Howes, technical director at New Zealand-based MAROPS. "Our customers are happy because we have increased their training

effectiveness and substantially reduced the class training time. Also, we are able to deliver training content quicker and make updates faster."

Right Hemisphere's flagship product, Deep Server, addresses a new category of enterprise software called Product Graphics Management (PGM). PGM integrates CAD/PDM and publishing applications, automates 2D and 3D graphics publishing processes, and manages product graphics in all leading modeling and graphic formats. With Right Hemisphere's solutions, customers leverage existing CAD assets and integrate graphics into leading ERP, DCC or dynamic publishing applications to deliver 2D and 3D graphics throughout the enterprise. These solutions are implemented quickly to automate graphics transformation and authoring, and optimize the graphics publishing process for product communications and support offerings. Supporting over 120 2D and 3D formats, Right Hemisphere's technologies provide a unified repository to easily retrieve data, a searching interface as easy to use as Google<sup>®</sup>, and a secure and managed environment for proprietary data and access control.

### **About Right Hemisphere**

Right Hemisphere is the leading provider of Product Graphics Management (PGM) software. PGM is a new category of enterprise software that integrates, automates, and manages 2D and 3D product graphics across the extended enterprise. Five of the top six automotive OEMs, nine of the top 10 aerospace and defense contractors, and hundreds more customers use Right Hemisphere software to streamline publishing of technical publications, interactive training, marketing communications, engineering collaboration documents, and more. Right Hemisphere accelerates time to market for new products and product support offerings, increases revenue and competitive advantage, and reduces product lifecycle 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 <http://www.righthemisphere.com> or call toll free at (877) 309-3204.

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