



RIGHT HEMISPHERE INC.

39355 CALIFORNIA STREET, SUITE 201

FREMONT, CA 94538, USA

PH: +1 877 309 3204, +1 510 818 2880

FAX: +1 510 818 1808

WWW.RIGHTHEMISPHERE.COM

*FOR IMMEDIATE RELEASE*

## **Right Hemisphere Product Graphics Management Leadership Advanced by New Adobe Acrobat 3D Software**

*New Right Hemisphere and Adobe offerings provide manufacturers with powerful new options for streamlining downstream PLM processes*

**Fremont, CA — January 23, 2006** —Right Hemisphere®, the leading provider of Product Graphics Management (PGM) software, today announced new products based on its PGM technology sharing relationship with Adobe Systems Incorporated, providing powerful new options for manufacturers while further accelerating PGM market leadership. Right Hemisphere introduced a new version of its Deep Server™ 4.0 software and new modules for PMI (Product Manufacturing Information) and PDF publishing. Right Hemisphere's PGM technology core, shared across Deep Server 4.0 on the backend, Adobe® Acrobat® 3D software on the desktop, and Adobe® Reader® software as the ubiquitous viewer, powers the industry's most robust PGM solution. These offerings enable manufacturers to accelerate time to market, increase revenue, and reduce product lifecycle costs. PGM is a new category of enterprise software designed to deliver the right product graphics in the right format, right now for technical publications, interactive training, marketing communications, and design collaboration across the extended enterprise.

"Right Hemisphere's unique position as the primary outside provider of 3D technology to Adobe Acrobat 3D and Adobe Reader enables us to deliver a range of powerful options to our joint manufacturing customers" said Mark Thomas, CTO and founder of Right Hemisphere. "Engineering, technical and creative professionals can use Acrobat 3D to publish, share, review and mark up 3D designs on their desktops. Deep Server is a great choice for managing large CAD or publishing data sets and automating critical "part to publishing" processes. Our new PMI Module is the perfect option when geometric dimensions and tolerances are critical. And customers who want to automatically publish highly interactive 3D

PDF documents, such as Interactive Electronic Technical Manuals (IETM), will be very pleased with our new PDF Publishing Module.”

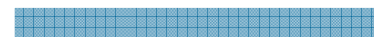
### **Deep Server 4.0 Automates Graphics Processes across the Enterprise**

Deep Server provides “heavy lifting” PGM services in conjunction with Acrobat 3D on the desktop. These services include:

- event based integration with the CAD/PLM/ERP applications that source 3D designs,
- high volume and large model CAD translation,
- automatic lightweight 3D graphic file optimization,
- automatic 2D and 3D derivative graphics file authoring—such as illustrations, photorealistic images, and interactive animated scenes,
- automatic template-based PDF document publishing,
- graphics file management and search capabilities, and
- graphics file exporting to over 80 formats including PDF.

For example, in a design collaboration scenario, Deep Server could automatically extract all the CAD models for a new product from an existing PDM application, transform these into lightweight 3D graphics, and generate template-based supplier collaboration documents in PDF for storage in its repository. Then whenever a new request for quote was required, Acrobat 3D users in engineering and purchasing could easily select, review and markup the relevant PDF documents before sharing these documents with suppliers.

“A manufacturer’s 3D design data has hundreds of downstream uses and thousands of users outside of engineering,” said Michael Lynch, CEO of Right Hemisphere. “Automating the processes that turn these designs into the right product graphics, in the right format, right now is Right Hemisphere’s mission. Delivering on this mission requires a ubiquitous viewer such as Adobe Reader, an easy to use client applications such as Adobe Acrobat 3D, and a powerful server application such as Deep Server. Our mutual customers will find this a compelling combination.”



## **New Acrobat 3D Plug-Ins Extend Capabilities of Acrobat 3D and Deep Server**

In addition to its new server release, Right Hemisphere today announced two complementary plug-in modules for Deep Server 4.0 and Acrobat 3D. Both the PMI Module and the PDF Publishing Module will provide significant value-added capabilities that speed design, creation, and publishing of interactive PDF documents as well as access and display critical PMI model views and data within a PDF document.

“In addition to PGM technology licensing, we maintain an ongoing relationship with Adobe’s Acrobat 3D team,” added Mark Thomas. “This lets us accelerate development of powerful new features that work equally well with Acrobat 3D on the desktop and Deep Server in the back office. For customers this means more options and more business value, sooner.”

### **Availability**

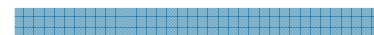
Right Hemisphere’s Deep Server 4.0, PMI Module, and PDF Publishing Module will be available in March 2006. Desktop versions of both modules will be available for online purchase from Right Hemisphere at <http://www.righthemisphere.com/store/index.php> or from the Adobe Store at <http://store.adobe.com/store/main.jhtml>. Enterprise versions of these products can be purchased by contacting [sales@righthemisphere.com](mailto:sales@righthemisphere.com).

### **About Adobe Acrobat 3D**

For more information about Acrobat 3D, visit <http://www.adobe.com/acrobat3D>.

### **About Right Hemisphere**

Right Hemisphere is the leading provider of Product Graphics Management (PGM) software. PGM is a new category of enterprise software that supplies the right product graphics in the right format, right now for technical publications, interactive training, marketing communications, design collaboration, and more across the extended enterprise. Five of the top six automotive OEMs, nine of the top 10 aerospace and defense contractors, and hundreds more customers rely on Right Hemisphere to synchronize product development and downstream PLM processes thereby accelerating time to market, increasing revenue, and reducing



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 [www.righthemisphere.com](http://www.righthemisphere.com) or call toll free at (877) 309-3204.

Media Contact:

Susan Austin  
Right Hemisphere  
(408) 266-2322

[susan.austin@righthemisphere.com](mailto:susan.austin@righthemisphere.com)

Copyright ©2006 Right Hemisphere. All registered company names, brand names, product names, logos or trademarks are the property of their respective holders.

