

FOR IMMEDIATE RELEASE

PNY Technologies and Right Hemisphere Offer Free Trial Software for Publishing and Visualizing 3D with NVIDIA Quadro Graphics Solutions

Companies Also Introduce Value-Priced Bundled Solutions for Purchase

July 26, 2004, Parsippany, NJ and Fremont, CA – PNY Technologies, Inc. and Right Hemisphere announced today that all current generation NVIDIA Quadro® professional graphics solutions purchased through PNY will come equipped with free trial versions of Right Hemisphere's Deep Exploration™, Deep Publish™, and various CAD repurposing software. Available immediately, this promotion applies to the just-announced NVIDIA Quadro solutions based on the new high-bandwidth PCI Express™ bus architecture as well as AGP-based models. In a separate promotion, specially priced bundles of NVIDIA Quadro by PNY Technologies hardware and Right Hemisphere software will be available in August for purchase from Jeff Burgess & Associates (JB&A), a leading distributor to the CAD, animation, and white box channel.

Right Hemisphere's Deep Exploration, Deep Publish, and associated CAD repurposing software enables users with NVIDIA Quadro by PNY Technologies professional graphics solutions to capture design data straight from engineering and translate it into a wide range of 2D and 3D formats, including Right Hemisphere's transportable file format. With Right Hemisphere software and third-party tools, users can then add animation, textures, materials, and interactivity, and embed their graphical assets directly into Microsoft® PowerPoint®, Word, Excel, and other business applications with ease. Deep Exploration and Deep Publish software give non-engineering and business personnel— such as training, documentation, marketing, and support staff— the tools to work with 3D assets created by engineering but typically locked away from use by other departments.

"The performance, precision, and quality of NVIDIA Quadro solutions are as valuable in the business sector as they are for the engineering and content creation markets," said Jeff Brown, general manager of professional graphics at NVIDIA. "Right Hemisphere helps bridge the gap between the world of 3D engineering data and the

business professional. By combining NVIDIA Quadro graphics and Right Hemisphere software in these promotions, PNY and Right Hemisphere are making the benefits of advanced visualization accessible to every person in the enterprise.”

“This is about the creation of 3D content that looks great, holds attention, and can be used by everyone in the enterprise. Our Deep Exploration software has full support for shader and material technologies, meaning we can take full advantage of the NVIDIA Quadro FX by PNY Technologies graphics hardware to generate photo-realistic assets for downstream departmental use,” said Mark Thomas, president and chief technology officer at Right Hemisphere. “We don’t leave any NVIDIA Quadro by PNY Technologies graphics functionality sitting idle when customers use our software with their hardware.”

PNY Technologies’ customers that purchase an NVIDIA Quadro FX by PNY Technologies or an NVIDIA Quadro NVS by PNY Technologies professional graphics solution will receive free, trial versions of Deep Exploration and Deep Publish software together with Right Hemisphere CAD repurposing modules, including importers for CATIA®, Unigraphics®, Pro/ENGINEER, and SolidWorks applications. They will also receive coupons to buy select Right Hemisphere software at a discount, including solution bundles for Interactive Media & Training; Technical Documentation; and Marketing & Presentations.

“Everyone knows that a picture or a graphic can convey an idea much faster than mere words alone,” said Eric Shiroke, general manager of professional graphics for PNY. “This promotion gives NVIDIA Quadro by PNY Technologies customers the opportunity to explore the many different ways their 3D data can be extracted from engineering and powerfully reused to communicate ideas for product training, documentation, marketing, and support purposes, and to actually increase the retention of those communications.”

For more information or to purchase a bundle of NVIDIA Quadro by PNY Technologies hardware and Right Hemisphere software, please see <http://www.righthemisphere.com/company/links/PNY-RH-store/PNY-RH-store.html>.

About NVIDIA

NVIDIA Corporation is a market leader in visual computing technology dedicated to creating products that enhance the interactive experience on consumer and professional computing platforms. Its graphics and communications processors have broad market reach and are incorporated into a wide variety of computing platforms, including consumer PCs, enterprise PCs, notebook PCs, professional workstations, handhelds, and video game consoles. NVIDIA is headquartered in Santa Clara, California and employs more than 1,900 people worldwide. For more information, visit the Company's Web site at www.nvidia.com.

About PNY Technologies, Inc.

Established in 1985, PNY Technologies, Inc. is a leading supplier and marketer of its NVIDIA Quadro by PNY Technologies professional workstation graphics boards and Verto® -brand consumer graphics cards. The company also offers a full line of high-end memory upgrade modules, flash memory, Attache USB flash drives, flash peripherals and digital entertainment products. Its memory products currently account for a majority share of all retail sales in the U.S. Headquartered in Parsippany, N.J., PNY maintains facilities in North America (Santa Clara, Calif. and Parsippany, N.J.), Europe (France, United Kingdom, Germany) and Asia (Taiwan). For additional information, please visit the company's Web site at <http://www.pny.com>.

About Right Hemisphere

Right Hemisphere is the leading provider of visual communication solutions that enable non-engineering and business staff to easily re-use engineering data in product training, documentation, marketing and support solutions. The company's Deep Server software replaces expensive manual processes with automated, open, and scalable solutions that make high-impact, *interactive* 2D and 3D content an affordable reality for communicating technical information, marketing highlights or complex support procedures. Enterprises can now efficiently capitalize on investments in engineering design to increase sales; cut training, documentation, marketing and support costs; and speed products to market. For more information please visit: www.righthemisphere.com.

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