



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

Quality Dramatically Improves and Public Perception of New Zealand–based MAROPS Soars with the help of Right Hemisphere Technology

MAROPS' Move to Right Hemisphere software helps them win new business

I/ITSEC—November 28, 2005, Orlando, FL—Right Hemisphere®, a leading provider of Product Graphics Management (PGM) software, today announced that New Zealand based MAROPS (www.marops.net) adopted the company's suite of software tools, including Deep Creator™ and Deep Exploration™. MAROPS' new ability to incorporate 3D interactive content into their training programs has dramatically increased student comprehension and information retention and specifically reduced the time needed to deliver a Royal New Zealand Air Force (RNZAF) training session by 17 percent thus, helping the RNZAF to reduce the associated operating costs and allow aircrew to return to their primary roles much sooner. With Right Hemisphere tools, MAROPS delivers customers such as the Royal New Zealand Navy and Air Force, BAE Systems (US) and Raytheon (Australia), high quality simulation and training services that rely upon CAD based 2D illustrations, 3D animations and virtual environments to highlight specific features and enhance customers' learning experiences.

Prior to using Right Hemisphere software, MAROPS offered limited 3D content with their training and simulation services due to the time it took to manually create and deliver the content. However, the change to superior software has made a big difference to their business. Adopting Right Hemisphere software made it possible for the company to incorporate 3D CAD data from its customers, convert it into lightweight 3D product graphics and add textural content as well as interactivity. "MAROPS is now perceived as a leading-edge company," said Andrew Howes, Technical Director at MAROPS. "Our Right Hemisphere infused programs definitely have a 'WOW factor' about them and have helped MAROPS win new business."

MAROPS now has the requisite tools to improve the way they can respond to customers' needs particularly the demand to do more with their current staff, turn out higher quality training content and to easily and cost effectively update their training programs. For example, MAROPS was able to help VTFitzroy (www.vtfitzroy.co.nz) in a research project for the New Zealand Navy. They solved some significant issues they had with boat launchings from a frigate by using interactive 3D simulations to determine if the crane configuration could handle different launch positions. All of the interactive 3D material they used was based on original CAD data which saved considerable time and costs by minimizing the redrawing effort and reducing inaccuracies. Through this process, MAROPS delivered a solution that was clearly visible, giving VTFitzroy confidence in the option they chose.

Right Hemisphere software has enabled MAROPS to develop solutions that are more complex and demand higher levels of quality. Their commitment to improved customer satisfaction was rewarded recently when they won the Excellence Award for 2005 from the Defense Industry of New Zealand for their contribution to the defense capabilities of the country. MAROPS was contracted by the RNZAF to design and author the courseware material, including lesson plans and instructor guides, provide instructors for operator and maintenance training for the P-3K Orion aircraft Operational Conversion Course. The course content included a practical simulation of flight dynamics on the aircraft when an engine fails.

According to the text of the award nomination made by Group Captain K R Short, Officer Commanding 485 Wing, "MAROPS provides a level of detail and quality of presentation superior to anything done previously. This has never been provided in one training package, but is now possible through MAROPS association with Right Hemisphere."

"Customers like MAROPS who achieve this kind of success are a source of pride for us," said Michael Lynch, CEO of Right Hemisphere. "MAROPS has notable vision and skill. That, paired with our software is a powerful combination. We're rewarded by delivering these valuable software tools that facilitate such a strong return on investment for our customers who can then push the value forward to their customers."

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 www.righthemisphere.com or call toll free at (877) 309-3204.

Media Contact:

Cindi Goodsell

(510) 917-2155

goodsell@peoplepc.com

Copyright ©2005 Right Hemisphere. All other brand names, product names, or trademarks are the property of their respective holders.