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FOR IMMEDIATE RELEASE

Right Hemisphere Selected by Microsoft as Windows Vista Go-to-Market Partner to Showcase Windows Vista and 3D Publishing

Fremont, CA — January 29, 2007, 5:00 p.m. EST — Right Hemisphere®, the leading provider of product communication and collaboration solutions, today announced it has been chosen by Microsoft Corp. as one of 10 companies worldwide to go to market with for the new Windows Vista operating system. Microsoft selected innovator Right Hemisphere to showcase some of the more unique and compelling capabilities of Windows Vista and Right Hemisphere's 2D and 3D authoring and publishing solutions. Windows Vista, which was made generally available today, promises to deliver innovations in organizing and finding information; security; and reliability so users can find, use, and share text and 3D data with ease.

"Windows Vista and the 2007 Office system will create a platform for the next generation of user experiences. We are excited to see the industry come together like never before around these products," said Brad Goldberg, general manager for Windows. "By working closely with partners such as Right Hemisphere, we are able to provide customers worldwide an experience that is easier, safer and better connected."

Right Hemisphere has been working with Windows Vista beta code to ensure that XAML file exporting and XPS file publishing will be supported in both its enterprise and client software offerings soon after Vista is generally available. In addition, Right Hemisphere is working to integrate powerful technologies into an upcoming release of Deep Server™, the company's flagship enterprise software product.

"Incorporating key Windows Vista technologies into our upcoming product releases will expand our publishing capabilities, improve our data search and management capabilities, and provide an overall better graphical experience for

the end user,” said Mark Thomas, CTO and president of Right Hemisphere. “Microsoft’s products and technologies have played a significant role in Right Hemisphere’s past development and deployment plans, and they have become even more important with Windows Vista.”

Right Hemisphere’s Deep Exploration™ and Deep Publish™ client applications will support XAML 3D content in their next releases which are expected to be available by March 2007. With support already available for more than 120 2D and 3D formats, Deep Exploration will enable a wide range of CAD and other 3D data formats to be translated and published in the XAML format and as secure 3D XPS files for sharing and collaboration. With the enhanced data security and search features of Windows Vista, this 3D content will also be protected and easily tagged and found throughout large enterprises and their extended supply chains.

Right Hemisphere’s Deep Publish software works with Deep Exploration client or Deep Server enterprise software to enable users to publish, view, interact with, and import 2D and 3D graphics directly into Microsoft Office applications— such as Microsoft Word, Excel, and PowerPoint—as well as Adobe® Acrobat®. With Deep Server, customers will also be able to automate the process of creating XAML and XPS files on a large, enterprise scale. With Windows Vista and an upcoming version of Deep Publish, users can import a 3D file directly into a Microsoft Office application and convert it to an XPS file with just one simple mouse click.

“Nothing speaks quite as loudly to the proliferation and democratization of 3D as Microsoft releasing a rich, 3D operating system like Windows Vista,” said Michael Lynch, CEO at Right Hemisphere. “We are really excited to see a whole new look and feel with Windows Vista that takes 3D content into full consideration. For our customers who are leveraging their 3D engineering assets far downstream into their organization’s marketing, tech docs, and support teams, we expect Windows Vista to greatly enhance their user experience and complement our 3D publishing software.”

About Right Hemisphere

Right Hemisphere is the leading provider of Product Graphics Management (PGM) software, a new category of enterprise software. PGM enables manufacturers to globally source, sell, and service products more effectively by delivering the right 2D and 3D product graphics, in the right format across their extended enterprises, all from accurate, up-to-date engineering data readily available in current CAD and PDM systems. Only Right Hemisphere lets you capitalize on your existing investments in 3D CAD and multimedia communications, while replacing today's manual product communications processes. With Right Hemisphere you can turn your product communications such as RFQs, catalogs, manuals, courseware, collateral, IETMs, and more, into competitive advantage. Over 500 innovative manufacturers, including five of the top six automotive OEMs and nine of the top 10 U.S. aerospace and defense contractors rely on Right Hemisphere to dramatically accelerate time to market, increase product and services revenues, and lower product communications 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.

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