



**MEDIA RELEASE**  
**2 September 2009**

**Right Hemisphere Selects Nextspace as Global Education Partner**  
*Professional 3D tools and technologies now available for teaching and learning*

Right Hemisphere®, the standard for Visual Enterprise solutions, and leading 3D visualisation consultancy Nextspace today announced that Nextspace has been selected as Right Hemisphere's global education partner. In this capacity, Nextspace will distribute the powerful and flexible 3D visualisation tools developed for Right Hemisphere's Fortune 1000 clients to universities, community colleges and K-12 institutions. In addition to distribution, Nextspace will collaborate with educators to develop learning strategies and student assessments that incorporate 3D visualisations in teaching and learning tools.

Right Hemisphere software, such as Deep Exploration™ and Deep Server™, is available to education institutions at significant discounts. The software processes and generates 2D and lightweight 3D visual interactive content that can be embedded into websites and common documents like Microsoft Word, PowerPoint and Adobe PDF.

Brenda Frisk, Nextspace business development director and education lead, says 3D visuals increase the students' engagement and promote better knowledge retention. They also encourage enquiry and authentic learning, critical thinking and collaboration, and bring real world tasks into the classroom. "Visual literacy skills are increasingly in demand and need to be developed alongside traditional forms of literacy. Using 3D models provides the opportunity to learn by interacting and doing rather than passively receiving information – ideal for students used to video games and modern media."

"In the commercial market companies are leveraging 3D data and incorporating it into their mainstream business processes every day because it makes them more productive," said Rix Kramlich vice president of worldwide business development at Right Hemisphere. "Bringing 3D visual content into higher education curricula not only enables a new media type, it also equips students with the necessary skills to enter the workforce."

Kramlich continued, "Nextspace, with its 3D expertise and passion for the education market, will make an excellent Right Hemisphere ambassador to this community."

The Nextspace education team has extensive experience in both the commercial and education sectors, and has developed digital strategies for secondary, tertiary and adult education institutions in North America and the Asia Pacific.

This experience includes working with community colleges to develop 3D learning resources for engineering, automotive, plumbing, nursing, health and safety, horticulture and hospitality courses. A national K-12 distance education school is working with Nextspace to incorporate 3D into its cross curriculum online learning courses. The company has also developed industry training tools for health and safety training in industrial plants and to train plumbers and gas fitters how to install solar hot water cylinders.

- ends -

**About Nextspace**

Nextspace is a 3D industry catalyst and consultancy established to act as a conduit for firms, education and research organisations to take advantage of 3D visualisation technology.

As Right Hemisphere's global education partner, Nextspace takes the learnings from Fortune 1000 companies using Right Hemisphere's 3D tools for their training and communication, and apply these to the classroom. Nextspace's education vision is to bring 3D visualisation to formal education as an interactive learning tool.

Organisations have partnered with Nextspace to apply 3D visualisation tools for education and eLearning, as well as areas such as heavy industry, construction, training, marine, medical imaging and entertainment. Nextspace is headquartered in Auckland, New Zealand. For more information please visit [www.nextspace.co.nz](http://www.nextspace.co.nz).

**About Right Hemisphere**

Right Hemisphere is the standard for Visual Enterprise solutions. The company's software and solutions help Global 1,000 manufacturers to optimize their mission critical business processes such as engineering, manufacturing, service and support, training and sales and marketing. The software does this by unifying visual product information with relevant business data readily available in corporate CAD, PLM, and ERP systems. It then automatically delivers this intelligent product information into commonly used business documents, file formats and even directly into business applications for secure downstream use anytime, anywhere. 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).

**For further information please contact**

Brenda Frisk  
Business Development Director, Nextspace  
[brenda.frisk@nextspace.co.nz](mailto:brenda.frisk@nextspace.co.nz)  
Phone: +64 9 571 4104  
Cellphone: +64 21 824 881

Stephen Knightly  
Director, Pursuit PR  
[stephen@pursuitpr.co.nz](mailto:stephen@pursuitpr.co.nz)  
Phone: +64 9 913 7520  
Cellphone: +64 27 4438 125

Susan Austin  
PR Manager, Right Hemisphere  
[susan.austin@righthemisphere.com](mailto:susan.austin@righthemisphere.com)  
Phone: 408 266 2322  
Cellphone: 408 219 8789