

FOR IMMEDIATE RELEASE

Right Hemisphere® Now Offers Solutions for Technical Documentation, Marketing Presentations, and Training

Solutions Make CAD Data Access and Interactive Authoring Simpler; Also Include New Release of Deep Exploration™ 3.5 Software

April 6, 2004, San Ramon, CA, USA - Following a recent announcement with Radish Works for the training market, visual communication software provider Right Hemisphere extends its solutions offering today to include technical documentation and marketing presentations solutions. These three cost-effective solutions combine Right Hemisphere software products, such as the newly released Deep Exploration 3.5, with complimentary partner products to deliver complete, application-specific solutions for accessing and repurposing 3D computer-aided design (CAD) data.

Typically, 3D CAD assets are created by engineers and locked away from non-engineering and business personnel in other departments. These new solutions from Right Hemisphere allow users in training, technical documentation and marketing—or “downstream” departments—an easy way to access and integrate these files into common office applications. Right Hemisphere solutions save customers millions of dollars in time and expense by eliminating the need to recreate content.

“We put these solutions together in direct response to customer demand,” says Michael Lynch, CEO at Right Hemisphere. “Customers no longer have to spend precious time trying to figure out which pieces of software they really need for their specific job function. It’s already assembled for them with these new solutions.”

All solutions commonly include Deep Exploration 3.5, Deep Publish, and CAD repurposing software as the foundation components. Other bundles may include an Illustration software module or Cosmos Creator from Radish Works. The combination of these products offer customers a powerful gateway to CAD data—and the ability to access, translate, optimize, and output native CAD file formats to a variety of common graphics formats. By purchasing a solutions bundle, customers will also save 15-28 percent over the cost of individually priced products.

Also announced today, Deep Exploration 3.5 provides users with a new, rich set of tools for the translation, processing, and publishing of 3D data across multiple environments, including CAD, documentation, interactive training, and entertainment. New features include real-time illustration rendering, enhanced drag-and-drop materials, an animation editor, and many other enhancements to make translation, management processing, and the output of 3D and 2D data faster and easier.

“Right Hemisphere’s unique background in 3D art and engineering gives us a complete understanding of the needs of marketing, presentation, and illustration professionals. We know that these folks need 3D content—and that it should be easy to create, look great, and convey a powerful message,” says Lynch. “Our new solutions demystify the process for the non-engineering user and fix a very broken link between engineering and creative departments.”

Solutions Overview

Interactive Media & Training-- This solution brings together five software components to create a comprehensive solution for delivering training and simulation content direct from CAD data. It includes Right Hemisphere’s Deep Exploration 3.5, Deep Publish, and CAD repurposing software, packaged with Cosmos Creator™ from Radish Works.™. This solution offers customers the authoring power to deliver anything from simple 3D presentations and Interactive Electronic Training Manuals (IETM) to complex 3D training systems and simulations. These presentations can also be created in many formats, including most standard Microsoft Office formats and Adobe Acrobat® PDF files.

Marketing & Presentations--This software solution provides users with little or no 3D or graphics experience with the ability to access raw CAD data and quickly transform it into quality presentation material in 2D or 3D form. The bundle also gives anyone outside of engineering the ability to create cinematic quality renderings of products for print, web, or dynamic presentations in PowerPoint®, Word, Excel, and Acrobat PDF documents. The bundle includes Right Hemisphere’s Deep Exploration, Deep Publish, and CAD repurposing software.

Technical Documentation--This complete solution allows the end user to transform CAD models into a wide range of 2D illustration and publishing formats, including Adobe Illustrator®, ISO Draw®, Corel Designer® and Xmetal®. In addition to the software included in the Marketing and Presentations bundle, the Technical Documentation solution includes Right Hemisphere’s Illustration Module. This module facilitates the creation of high-quality line art and shaded technical illustrations for use in technical documentation for print, web, and multimedia presentations. This is ideal for anyone involved in documentation work for manufactured products, the creation of electronic and online technical manuals, or the presentation of clear, easy-to-understand 3D data. The Illustration Module features the ability to generate illustration callouts and parts lists directly from the CAD data. Using the Scaleable Vector Graphics (.svg format), an interactive document can also be automatically generated that links and highlights parts and callouts.

Availability and Pricing

The Technical Documentation, Marketing & Presentations, and Interactive Media & Training Solutions are priced at \$995, \$595, and \$2,795, respectively. Deep Exploration 3.5, the Illustration module, CAD repurposing software modules, and Cosmos Creator from Radishworks are all available for download at the company’s website at www.righthemisphere.com. They are also available immediately for purchase in North America through Jeff Burgess & Associates, Inc. (JB&A) at www.jbanda.com.

About Right Hemisphere

Right Hemisphere is the leading provider of visual communication solutions. Right Hemisphere enables non-engineering staff to easily re-use engineering data in visual communication solutions like training, documentation, marketing, and support. 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 documentation, support and training costs; and speed products to market. For more information please visit: www.righthemisphere.com or call toll free at (877) 309-3204.

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