RIGHT HEMISPHERE®

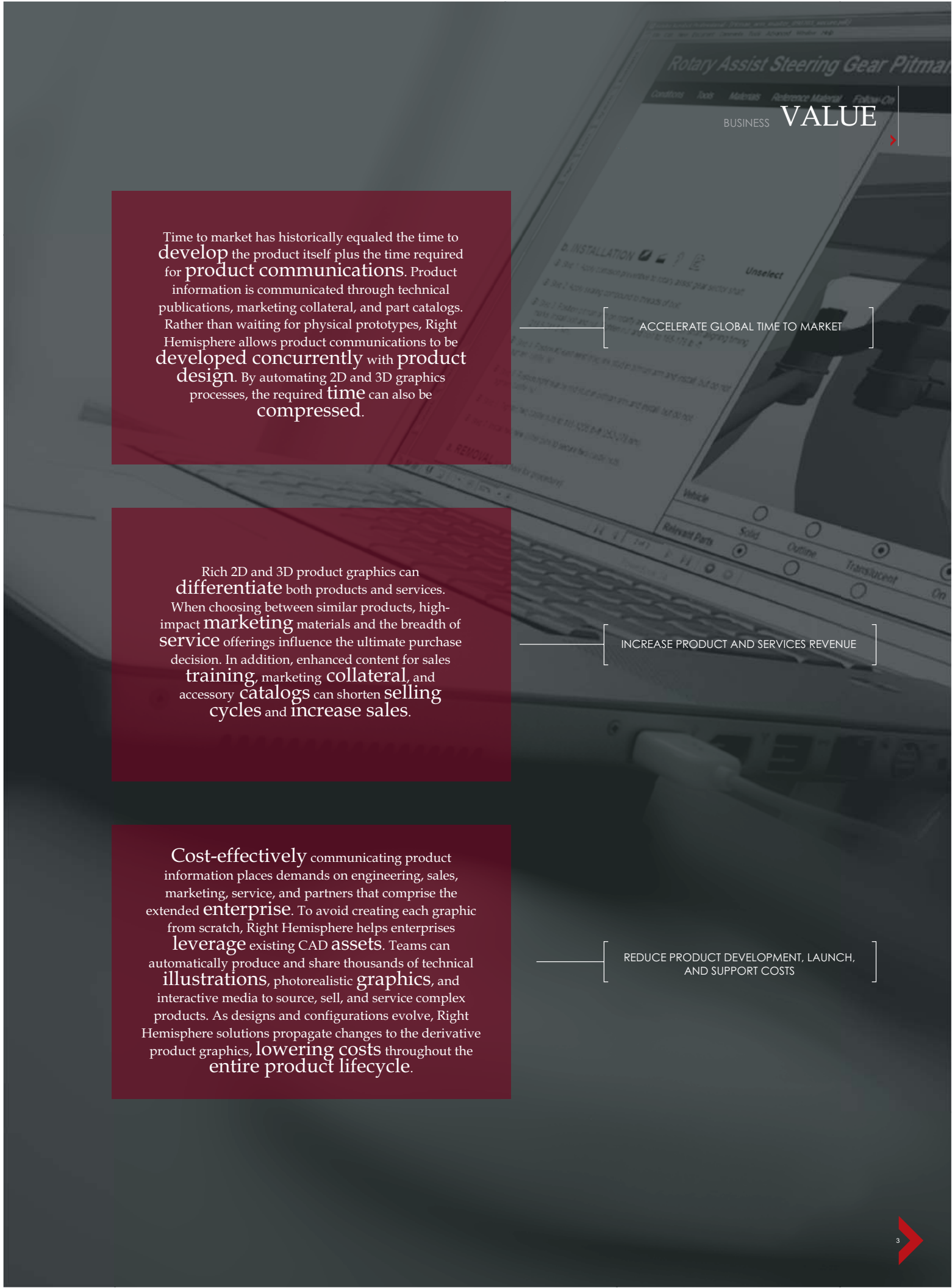
VISUAL PRODUCT

communication and collaboration

ACCELERATE BUSINESS PROCESS EFFICIENCY THROUGH VISUAL PRODUCT COMMUNICATION & COLLABORATION

Right Hemisphere is the leading provider of enterprise product communication and collaboration solutions enabling manufacturers to optimize their global product development launch and support processes. Organizations have invested in operational processes and IT systems to improve product lifecycle efficiencies, yet delivery of precise and up-to-date product information to the extended enterprise in a timely, efficient and usable form is difficult today. Right Hemisphere maximizes knowledge transfer efficiency of product information to downstream stakeholders by automatically publishing product information readily available in CAD, PLM, and ERP systems into common document formats and business applications.





BUSINESS VALUE

Time to market has historically equaled the time to develop the product itself plus the time required for product communications. Product information is communicated through technical publications, marketing collateral, and part catalogs. Rather than waiting for physical prototypes, Right Hemisphere allows product communications to be developed concurrently with product design. By automating 2D and 3D graphics processes, the required time can also be compressed.

ACCELERATE GLOBAL TIME TO MARKET

Rich 2D and 3D product graphics can differentiate both products and services. When choosing between similar products, high-impact marketing materials and the breadth of service offerings influence the ultimate purchase decision. In addition, enhanced content for sales training, marketing collateral, and accessory catalogs can shorten selling cycles and increase sales.

INCREASE PRODUCT AND SERVICES REVENUE

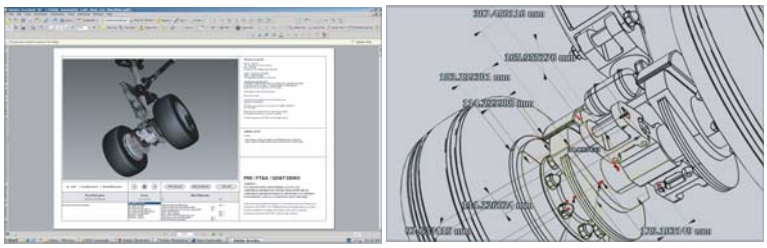
Cost-effectively communicating product information places demands on engineering, sales, marketing, service, and partners that comprise the extended enterprise. To avoid creating each graphic from scratch, Right Hemisphere helps enterprises leverage existing CAD assets. Teams can automatically produce and share thousands of technical illustrations, photorealistic graphics, and interactive media to source, sell, and service complex products. As designs and configurations evolve, Right Hemisphere solutions propagate changes to the derivative product graphics, lowering costs throughout the entire product lifecycle.

REDUCE PRODUCT DEVELOPMENT, LAUNCH, AND SUPPORT COSTS

COLLABORATIVE DEVELOPMENT & SOURCING SOLUTIONS

Business pressures are requiring engineers to lower costs by speeding up design iterations and reducing change order cycle times. They need the ability to communicate and collaborate securely, to transfer knowledge of the most current product and process designs to all stakeholders.

Right Hemisphere's Collaborative Development & Sourcing solution reduces the time to prepare design packages, supplier communications, and other engineering deliverables. Product design information-based on current design data stored in CAD and PDM systems-is automatically published using secure and common document formats such as PDF and Microsoft® Office.



Communicate design intent in 3D PDF with Geometric Dimensioning & Tolerancing (GD&T) and other Product Manufacturing Information (PMI).

"This is the next evolution in engineering collaboration. Since we design and think in 3D, we need to communicate in 3D. Right Hemisphere helps us automatically synchronize the engineering design with downstream supplier and manufacturing communications - all in 3D"

Engineering and Manufacturing Automation Manager, Fortune 100 Medical Device Company

- Increase efficiency of concurrent design processes
- Reduce / eliminate design errors and late engineering changes
- Validate customer requirements as designs evolve
- Improve process capability sooner in product lifecycle
- Improve efficiency of quality inspection and reporting processes



Right Hemisphere enables precise and up-to-date product design communication and collaboration to all cross-functional team members.

TECHNICAL PUBLICATIONS & TRAINING SOLUTIONS

Reduce development costs through process automation

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Eliminate costly prototypes and language translation

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Improve knowledge transfer and training effectiveness

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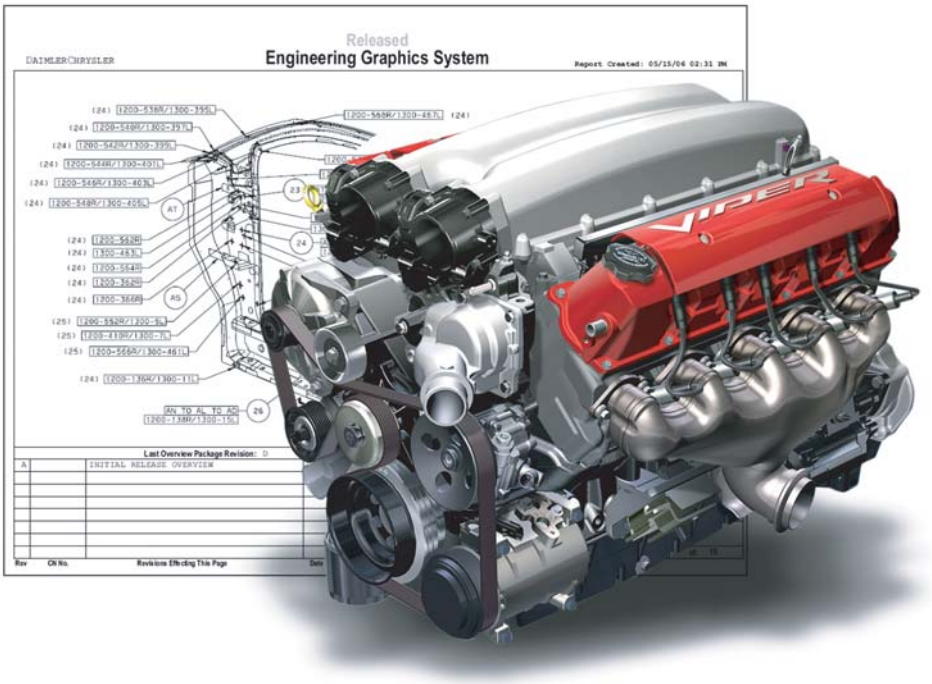
Reduce time to achieve global product rollout



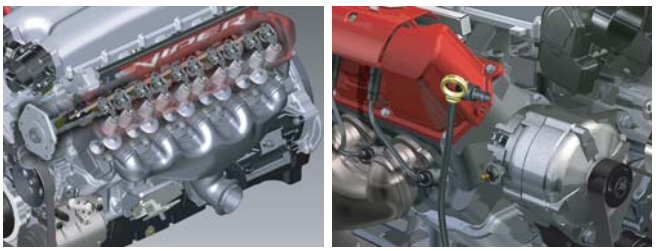
Right Hemisphere customers on average have achieved 70-90% reductions in the time to create product graphics for technical documentation and training.

Budgets for the development of technical publications and training are being reduced and many companies are outsourcing to countries with lower labor costs. The ability to deliver accurate and precise technical documentation is made more difficult by increasing product complexity, and localization for global markets.

Right Hemisphere's Technical Publications & Training solution reduces manual development steps to affordably include more graphical product content. Technical publications and training can be developed concurrently with product design, minimizing the risk of delayed product launches. With high-quality product graphics replacing more text, knowledge transfer is improved, language translation costs are reduced, and global product rollout times are shortened.

"Right Hemisphere software tools provide us with the opportunity to fortify our visual pipeline. They are quickly becoming one of the key components of a new process we are developing which enables us to better support all downstream consumers with up-to-date Chrysler Group product geometry data."

John M. Borowski, Manager – Engineering Graphics, Standards, & Information Security, DaimlerChrysler



3D product graphics for technical publications and interactive training can be created automatically from existing engineering CAD data.

SALES & MARKETING COMMUNICATIONS SOLUTIONS

Sales and marketing teams are constantly pushed to deliver consistent messaging and branding on limited budgets. To add to the challenge, these teams must differentiate products and services in an over-communicated world.

Right Hemisphere's Sales & Marketing Communications solution enables the delivery of consistent digital product media through multiple channels such as broadcast and cable TV, the Web, iPods, and cell phones. Right Hemisphere helps teams develop more compelling marketing communications and sales presentations using cost-effective computer-generated imagery (CGI) while also eliminating costly physical prototypes and on-location photo shoots.

© Produced by: Armstrong White, Photographer: John Roe, CGI Artist: Damian Fulmer, Retoucher: Dean Armstrong



Using Right Hemisphere one major Automotive OEM reduced their cost of images for marketing communications by over 95%

"CGI is being recognized as an alternative to traditional photo shoots in terms of reducing time and cost. We're delivering to our clients and their ad agencies powerful product imagery for print, broadcast, and the Web. Right Hemisphere's Deep Server software saves us tremendous time and helps us deliver high quality CGI for any marketing medium at a lower cost"

Chuck White, President, Armstrong-White

Improve quality of sales presentations and proposals to reduce sales cycle

•

Replace costly physical prototypes, travel, and photo shoots with cost-effective CGI content for marketing communications

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Increase sales by reaching more people with content suited to a variety of interactive media channels (e.g., TV, Web, iPods, cell phones, PDAs)



© Produced by: Armstrong White, Photographer: John Roe, CGI Artist: Mark DeRidder, Retoucher: Dean Armstrong

Right Hemisphere enables cost-effective computer generated imagery (CGI) thereby eliminating costly physical prototypes and on-location photo shoots.

Increase knowledge transfer efficiency to service and support teams, enabling improved customer satisfaction and increased equipment uptimes

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Introduce more accurate and visual content to accessory and service part catalogs, generating more aftermarket revenues

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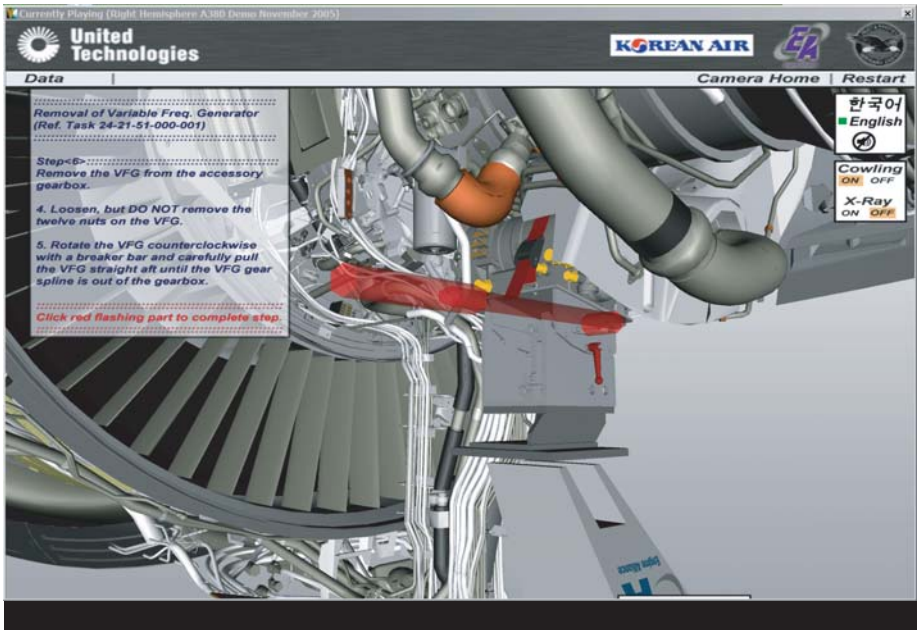
Lower service and maintenance costs by integrating animated service procedures into diagnostic and part ordering systems



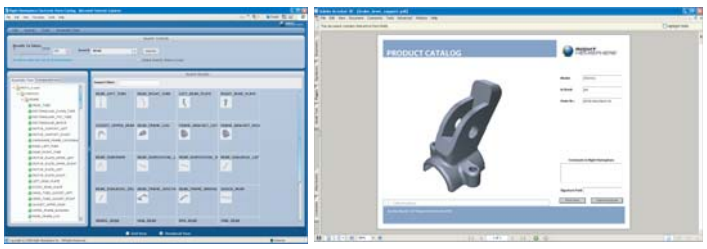
Including interactive 3D graphics in service procedures lowers total cost of ownership by increasing product up time.

Increasingly, companies view service and support organizations as revenue generators instead of cost centers. Daimler Chrysler, United Technologies, Bell, and others already differentiate products with innovative product support offerings and aftermarket services.

Right Hemisphere's Service & Support solution enables the differentiation of product support offerings with more visual, interactive, and up-to-date service documentation, training, and part catalogs. Current product information can be automatically propagated to service documentation as a result of engineering changes. Improving knowledge transfer translates to increased customer service levels and product uptimes.

"The ability to deliver wireless, fault-code driven 3D directed maintenance at the point of work is a significant advance for our industry. Product graphics management software is a key component of our Knowledge Management Architecture making Condition Based Maintenance a reality."

David Loda, Manager, Network Centric Systems Architecture, Pratt & Whitney



Right Hemisphere Illustrated Parts Catalogs helps manufacturers generate more revenue from after-sales service and maintenance.

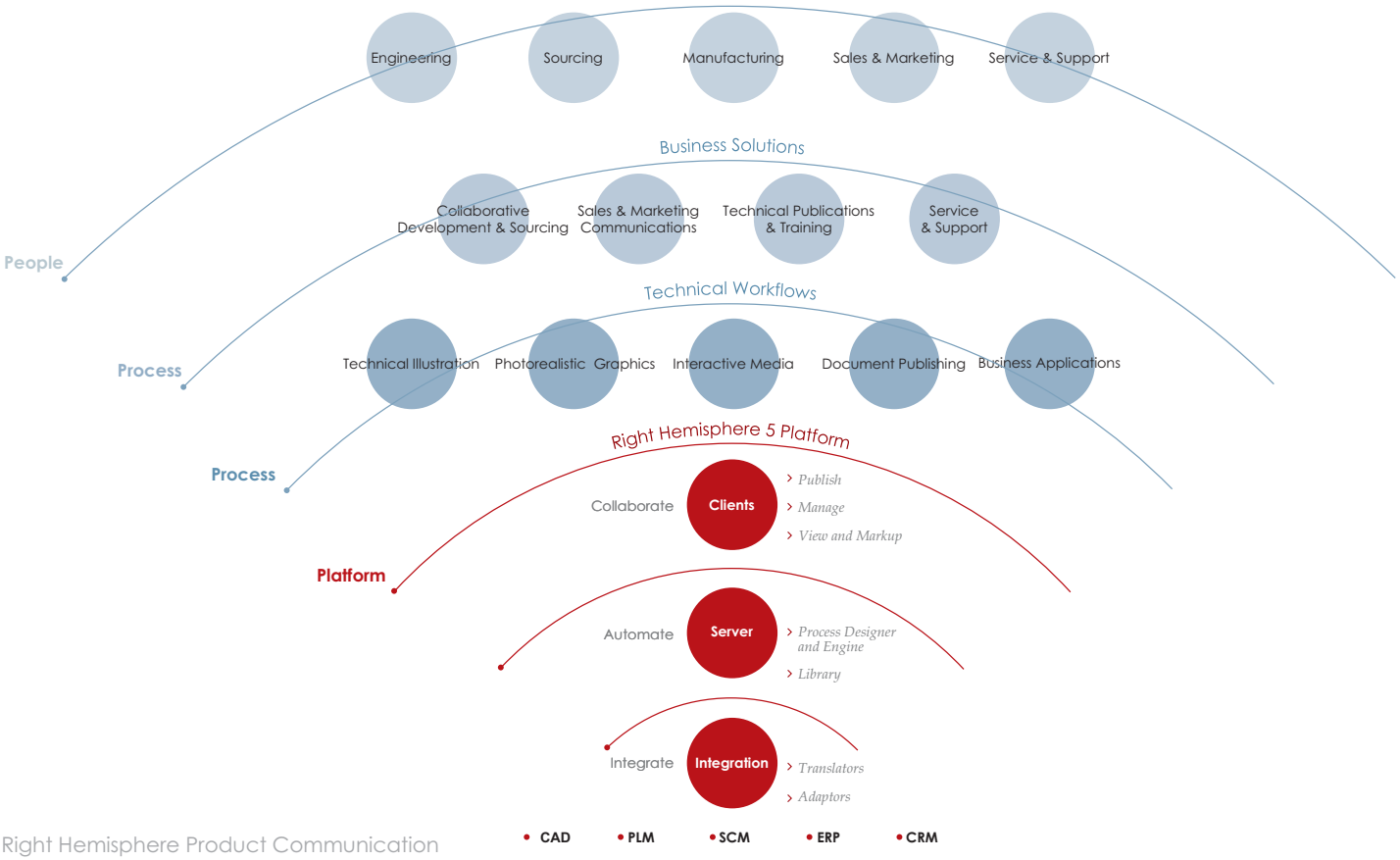
RIGHT HEMISPHERE SELLECTED CUSTOMERS

DaimlerChrysler
Pratt & Whitney — A United Technologies Company
Halliburton
Bell Helicopter — A Textron Company
General Dynamics — Strength On Your Side™
Sikorsky — A United Technologies Company
DBT
NASA JPL
Lockheed Martin
Dade Behring — Every minute of every day™

Fortune 100 manufacturers deploy Right Hemisphere solutions to accelerate global product development, launch, and support processes for:

- Aerospace and Defense
- Automotive
- Medical Products
- Industrial Manufacturing

RIGHT HEMISPHERE 5 PLATFORM



Right Hemisphere Product Communication and Collaboration Process



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