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FOR IMMEDIATE RELEASE

Right Hemisphere Holds Key to Unlock Millions in Savings for Auto Companies by Streamlining 3D Product Graphics Creation

Deep Server Software Provides Competitive Weapon to Speed Delivery of Compelling, Cost-Effective 3D Product Graphics for Ads, Videos and Multimedia

October 31, 2005, Fremont, CA—Right Hemisphere®, a leading provider of Product Graphics Management (PGM) software, today announced that innovative automotive visualization companies are using its Deep Server™ enterprise software to streamline their computer graphics imagery (CGI) process for product visuals. Right Hemisphere's Deep Server PGM software is enabling companies such as Cenveo Armstrong-White (www.armstrong-white.com) to make impressive productivity gains in the creation of high-end photorealistic automotive images for use in sales and marketing for their automotive clients and their ad agencies**.**

Innovative companies like Cenveo Armstrong-White are taking the next logical step forward in the current industry trend of replacing real cars with computer-generated ones for product promotion. Graphic artists, who are responsible for the auto commercials, print ads, videos and other multimedia productions, are further streamlining their traditional creation procedures by working directly from the computer-aided design (CAD) data generated by engineering departments. Car manufacturers realize that leveraging pre-existing CAD data provides a significant advantage, including a tremendous cost-savings, increased accuracy, and far more creative flexibility over traditional methods such as photo shoots.

By working straight from CAD data, manufacturers can gain tremendous time and cost savings by building marketing tools concurrent with the design and development of the automobile itself—before the first prototype of the car is ever built. Manufacturers and their ad agencies no longer have to wait until there is a prototype "prop" to photograph or spend hundreds of thousands of dollars building and shuttling both prototype cars and large production crews to exotic locales to get the images needed for product brochures, TV commercials, specialized kiosk displays, Web sites, and other promotional mediums. There are often times more flexibility for creativity with less equipment and people.

"Leveraging 3D CAD data just makes sense. This market is extremely competitive. The auto manufacturers recognize the advantages of computer graphics information and are driving efficiency improvements in this area. We are pleased to support them with our Deep Server technology," said Tom Meredith, vice president of Global Sales for Right Hemisphere. "Innovative CGI studios have made a name for themselves in the automotive industry by being quick to pair their own talents with our technology. It has empowered them to turn CAD data into

stunning product graphics in the most advantageous, forward-thinking and economical way for their customers."

While working directly from CAD data provides real advantages—potentially to the tune of millions of dollars in savings for car companies—it was not commonly used in the past to generate promotional materials because mainstream technology was not available to support it. CAD data alone does not lend itself easily to the digital content creation (DCC) software programs used by graphic artists responsible for the production of automotive marketing imagery and multimedia materials. That's where Right Hemisphere's software fits in. It offers car manufacturers and their suppliers an invaluable tool chest that unlocks this CAD data so it can be easily used, searched, and managed on an enterprise scale.

Right Hemisphere's flagship product, Deep Server, addresses a new category of enterprise software called Product Graphics Management (PGM). PGM integrates CAD/PDM and publishing applications, automates 2D and 3D graphics publishing processes, and manages product graphics in all leading modeling and graphic formats. With Right Hemisphere's solutions, customers leverage existing CAD assets and integrate graphics into leading ERP, DCC or dynamic publishing applications to deliver 2D and 3D graphics throughout the enterprise. These solutions are implemented quickly to automate graphics transformation and authoring, and optimize the graphics publishing process for product communications and support offerings. Supporting over 120 2D and 3D formats, Right Hemisphere's technologies provide a unified repository to easily retrieve data, a searching interface as easy to use as Google®, and a secure and managed environment for proprietary data and access control.

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.

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