# Deep Exploration™ 5.5
## Pricing and FAQ

## Deep Exploration 5.5 Overview

Right Hemisphere 5 Deep Exploration CAD Edition enables your extended teams to easily create and deliver visual product communications and collaborate more effectively. Rapidly and easily transform, author, and publish 2D and 3D product graphics and documents on your desktop using existing engineering CAD design data and other digital content.

- Quickly transform more than 80 different 3D CAD or DCC file formats into accurate, lightweight 2D or 3D product graphics
- Easily author 2D and 3D product graphics into photorealistic images, animated scenes, or high quality line illustrations
- Automatically publish authored product graphics into more than 40 different 2D and 3D graphic formats and 3D interactive PDF documents, Microsoft Office applications or any other document format

Significantly reduce costs and time to create 2D illustrations, 3D product graphics and deliver rich visual product communications for service and support, sales and marketing, 3D visual manufacturing, design collaboration and sourcing, training and technical publications.

Deep Exploration is available in two versions, Deep Exploration CAD Edition and Deep Exploration Standard Edition. The primary difference is Deep Exploration CAD Edition includes CAD translators and the Standard Edition does not. As a result, the CAD Edition also costs more per license than the Standard Edition. However, customers with Right Hemisphere's Deep Server™ enterprise software already have this translation capability in their Deep Server solution and can enjoy purchasing the lower cost Deep Exploration Standard Edition client tools without paying for functionality they already have.

## Full Product Pricing

**Deep Exploration 5.5 Standard Edition Subscription Pricing**

| Product | License | RRP Price (USD) |
|---|---|---|
| Deep Exploration 5.5 Standard Edition | 1 Year Fixed * | $595.00 |
| Deep Exploration 5.5 Standard Edition | 1 Year Floating | $895.00 |
| Deep Exploration 5.5 Standard Edition | 3 Year Fixed * | $1,339.00 |
| Deep Exploration 5.5 Standard Edition | 3 Year Floating | $2,014.00 |

**Deep Exploration 5.5 CAD Edition Subscription Pricing**

| Product | License | RRP Price (USD) |
|---|---|---|
| Deep Exploration 5.5 CAD Edition | 1 Year Fixed * | $ 1,995.00 |
| Deep Exploration 5.5 CAD Edition | 1 Year Floating | $ 2,995.00 |
| Deep Exploration 5.5 CAD Edition | 3 Year Fixed * | $ 4,489.00 |
| Deep Exploration 5.5 CAD Edition | 3 Year Floating | $ 6,739.00 |

** Deep Exploration 5.5 Fixed licenses can be standalone or stored and managed by the RLM network license server.*

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## Upgrade Product Pricing

Deep Exploration 5.0 to 5.5 Special Upgrade Offers:

**Upgrade Option 1:**

Upgrade from Deep Exploration 5.0 to 5.5 free of charge for a one year period. Current Deep Exploration 5.0 serial numbers will activate Deep Exploration 5.5. This free software upgrade will time out and expire at the end of June 2009. Customers will then have to purchase a subscription software license at full price. The end user will be prompted multiple times that the software is going to expire before the software times out.

or

**Upgrade Option 2:**

Deep Exploration 5.0 customer can upgrade to Deep Exploration 5.5 at a 50% discount of the upgrade price. This is a limited time offer that expires at the end of September, 2008. See upgrade pricing and calculate 50% discount per license.

### Upgrade Subscription Pricing for Deep Exploration Standard 5.0 to 5.5

| Product | License | RRP Price (USD) |
|---|---|---|
| Upgrade Deep Exploration Standard Edition 5.0 to 5.5 | 1 Year Fixed | NA Upgrade Option 1 |
| Upgrade Deep Exploration Standard Edition 5.0 to 5.5 | 1 Year Floating | $300.00 |
| Upgrade Deep Exploration Standard Edition 5.0 to 5.5 | 3 Year Fixed * | $749.00 |
| Upgrade Deep Exploration Standard Edition 5.0 to 5.5 | 3 Year Floating | $1,424.00 |

### Upgrade Subscription Pricing for Deep Exploration Standard 5.0 to 5.5 CAD Edition

| Product | License | RRP Price (USD) |
|---|---|---|
| Upgrade Deep Exploration Standard 5.0 to 5.5 CAD Edition | 1 Year Fixed | $ 1,396.00 |
| Upgrade Deep Exploration Standard 5.0 to 5.5 CAD Edition | 1 Year Floating | $ 2,396.00 |
| Upgrade Deep Exploration Standard 5.0 to 5.5 CAD Edition | 3 Year Fixed * | $ 3,890.00 |
| Upgrade Deep Exploration Standard 5.0 to 5.5 CAD Edition | 3 Year Floating | $ 6,140.00 |

### Upgrade Subscription Pricing for Deep Exploration CAD Edition 5.0 to 5.5

| Product | License | RRP Price (USD) |
|---|---|---|
| Upgrade Deep Exploration CAD Edition 5.0 to 5.5 | 1 Year Fixed | NA Upgrade Option 1 |
| Upgrade Deep Exploration CAD Edition 5.0 to 5.5 | 1 Year Floating | $ 1,000.00 |
| Upgrade Deep Exploration CAD Edition 5.0 to 5.5 | 3 Year Fixed * | $ 2,494.00 |
| Upgrade Deep Exploration CAD Edition 5.0 to 5.5 | 3 Year Floating | $ 4,744.00 |

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**Q: What is the difference between Deep Exploration 5.5 Standard vs. CAD Edition**
**A:** Deep Exploration is available in two versions, Deep Exploration CAD Edition and Deep Exploration Standard Edition. The primary difference is Deep Exploration CAD Edition includes CAD translators and the Standard Edition does not. As a result, the CAD Edition also costs more per license than the Standard Edition.

However, customers with Right Hemisphere's Deep Server™ enterprise software already have the CAD translation capability in their Deep Server solution and can enjoy purchasing the lower cost Deep Exploration Standard Edition client tools without paying for functionality they already have.

**Q: What are the customer benefits of a subscription license?**
- All upgrades are included during the term of the subscription license This include getting updates to the latest CAD and 3D readers.
- Minimizes upfront costs, leading to easier economic project justification and a faster ROI.
- Better link of the business value stream to project costs.
- Alignment of the vendor's and the customer's priorities for success, whereas the vendors become more accountable to the customer's success, and thus more responsive.
- Predictable costs.
- Lower overall cost of ownership and higher business benefits
- Reduction in overall project risk

**Q: Why did Right Hemisphere move Deep Exploration to a subscription based pricing model?**
**A:** It was requested by many users for all of the reasons stated above and fits into the overall product pricing model that Right Hemisphere has already adopted for all of its other products.

**Q: Can a Deep Exploration 5.0 customer upgrade to 5.5 subscription license?**
**A:** Yes. See upgrade pricing

**Q: Can a Deep Exploration 3.5 & 4.0 customer upgrade to 5.5?**
**A:** No. Customers will need to purchase a new software license.

**Q: Can a customer upgrade from Deep Exploration 5.0 Standard Edition to Deep Exploration 5.5 CAD Edition?**
**A:** Yes. See upgrade pricing.

**Q: Are there any special offers or incentives to upgrade to 5.5?**
**A:** Yes. A Deep Exploration 5.0 customer can upgrade to Deep Exploration 5.5 at a 50% discount of the upgrade price. This is a limited time offer that expires at the end of September, 2008.

**Q: Are there any upgrade options for Deep Exploration 5.0 customers to upgrade to Deep Exploration 5.5?**
**A:** Yes. There are two options to upgrade to Deep Exploration 5.5. Customers can only choose ONE of the following options!

Upgrade Option 1: Upgrade from Deep Exploration 5.0 to 5.5 free of charge for a one year period. Current Deep Exploration 5.0 serial numbers will activate Deep Exploration 5.5. This free software upgrade will time out and expire at the end of June 2009. Customers will then have to purchase a subscription software license at full price. The end user will be prompted multiple times that the software is going to expire before the software times out.
Or
Upgrade Option 2: Deep Exploration 5.0 customer can upgrade to Deep Exploration 5.5 at a 50% discount of the upgrade price. This is a limited time offer that expires at the end of September, 2008. See upgrade pricing and calculate 50% discount per license.

**Q: What are my Licensing Options when purchasing Deep Exploration 5.5?**
**A:** There are 6 different subscription licensing options:
- Floating Network License*
  - 1 year subscription
  - 3 year subscription
- Fixed Network License*
  - 1 year subscription
  - 3 year subscription
- Fixed Standalone
  - 1 year subscription
  - 3 year subscription

***Note:** the Fixed and Floating Network license options require a Local Area Network (LAN) to host the license server. Floating and Fixed network licenses can be hosted by the license server. For example, a company may have 30 Fixed licenses and 15 Floating licenses. 30 specified end users computers/licenses will always have access to the software. 15 end users would have access to the software on different computers via the Floating licenses.*

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**Q: What are the benefits of the network license server?**
**A:** Customers with a number of Deep Exploration users can benefit from purchasing Floating licenses. These can be shared among a group of people that use Deep Exploration, but do not require access at all times. For those users who require access at all times, a Fixed license is the best fit. This license is "locked" to a particular machine.

**Q: Does the network license server support both Fixed and Floating licenses?**
**A:** Yes. If you opt for the network license option, you can have any combination of Fixed and Floating licenses running on the same network. For example, you can designate 5 machines which use Fixed licenses, along with 25 machines which use Floating licenses. Please specify your exact requirements at the time of purchase

**Q: What is a good end user ratio for a floating license vs. fixed?**
**A:** 1 to 3. Software industry surveys indicate that one floating license can service approximately 3 end users. This is a basic guideline that can change if the software is being used more frequently.

**Q: What are the minimum software requirements for network license server?**
**A:** The machine where the network license utility is installed must have a Windows operating system.

**Q: What license management software is Right Hemisphere using for the new Deep Exploration 5.5 Fixed and Floating licenses?**
**A:** Right Hemisphere uses The Reprise License Manager (RLM) which is a software toolkit developed by Reprise Software, Inc. http://www.reprisesoftware.com/

**Q: Why did Right Hemisphere choose RLM over other license management systems such as FLEXlm?**
**A:** RLM was developed by the chief architect and original lead developer of FLEXlm and is now the founder and CEO of Reprise Software, Inc. It is more flexible allowing Right Hemisphere a variety of licensing options, and more importantly easier to use than other license management systems.

RIGHT HEMISPHERE®
3825 Hopyard Road , Suite 150 , Pleasanton, CA 94588
www.righthemisphere.com sales@righthemisphere.com
phone: 925-460-8133

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