



RIGHT HEMISPHERE INC.
3825 HOPYARD ROAD, SUITE 150
PLEASANTON, CA 94588, USA
PH: +1 925 460 8133
FAX: +1 925 460 8136
WWW.RIGHTHEMISPHERE.COM

MEDIA ALERT

Right Hemisphere Offers Customers More Licensing Options, Adds Perpetual Licensing to Selection of Choices

Pleasanton, CA — August 6, 2008 — Right Hemisphere®, the leader in visual product communication and collaboration solutions, today expanded its Deep Exploration 5.5 software licensing alternatives to include a perpetual licensing option. In addition to the perpetual license, customers can purchase Deep Exploration 5.5 as a one-year or a three-year subscription for a floating network license, a fixed network license, or a fixed standalone license.

“We know that customers like and appreciate choices. Adding a perpetual license option into our current mix of purchasing alternatives gives Right Hemisphere’s customers enough choices to get the right fit for their needs,” said Rix Kramlich, vice president of worldwide marketing at Right Hemisphere.

Announced in April 2008, Deep Exploration 5.5 is a powerful standalone application that translates, authors, and publishes 2D and 3D product graphics. Available in two versions—CAD Edition and Standard Edition—this new software release features support for the creation of real-time 3D manufacturing instructions; contains significant user interface enhancements to improve ease of use and workflow; and includes new features for technical illustration work.

For Deep Exploration 5.5 pricing, please refer to the following tables:

Table 1: Deep Exploration 5.5 Standard Edition Pricing

Product	License Type	Price (USD)
Standard Edition	1 Year Fixed Standalone Subscription	\$595
Standard Edition	3 Year Fixed Standalone Subscription	\$1,339
Standard Edition	Perpetual Standalone	\$1,488
Standard Edition	Perpetual Standalone Annual Maintenance	\$298



Table 2: Deep Exploration 5.5 CAD Edition Pricing

Product	License Type	Price (USD)
CAD Edition	1 Year Fixed Standalone Subscription	\$1,995
CAD Edition	3 Year Fixed Standalone Subscription	\$4,489
CAD Edition	Perpetual Standalone	\$4,988
CAD Edition	Perpetual Standalone Annual Maintenance	\$998

Network and floating license options are also available. For more information, please email sales@righthemisphere.com. Existing Deep Exploration 5.0 customers can upgrade to Deep Exploration 5.5 at a 50% discount off the upgrade price. This is a limited time offer which expires on September 30, 2008. To download free trial software for Deep Exploration 5.5, please go to:

<http://www.righthemisphere.com/support/downloads/download.php>.

About Right Hemisphere

Right Hemisphere is the leading provider of enterprise visual product communication, collaboration and publishing solutions. The company's software and solutions help Global 1,000 manufacturers to optimize their mission critical business processes such as sourcing, manufacturing, marketing and customer support. The software does this by integrating disparate product 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.

###

The names of companies and products mentioned herein are the trademarks of their respective owners.

Media Contact:

Susan Austin
PR Manager
+1-408-266-2322
susan.austin@righthemisphere.com

