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FOR IMMEDIATE RELEASE

Right Hemisphere's 3D Visualization Technology to Integrate with SAP PLM

SAP Signs OEM Agreement with Right Hemisphere

SAP PLM Customer Value Network, Newtown Square, PA — June 2, 2008 —

Right Hemisphere®, the leading provider of visual communication and collaboration solutions, today announced that SAP AG (NYSE: SAP) has licensed and will be integrating Right Hemisphere's 2D and 3D visualization technology into the SAP PLM Solution. Right Hemisphere's visualization technology will serve as the standard for viewing, collaborating and publishing graphical product data for SAP's next generation of enterprise applications.

The next release of SAP® Product Lifecycle Management (SAP PLM) — which is slated to begin shipping later this year — will be the first SAP application to integrate and take advantage of Right Hemisphere's 3D technology. This technology integration will also allow SAP users to seamlessly incorporate additional Right Hemisphere client and enterprise software products into their IT infrastructure for state-of-the-art 2D and 3D product graphics authoring, management and publishing capabilities.

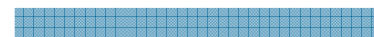
"For a little over a year now, we've been steadily and methodically marching down a path of closer cooperation and integration with SAP and its enterprise software products," said Michael Lynch, CEO at Right Hemisphere. "Now that we've fully engaged with SAP and have successfully completed the necessary integration and certification work, we have the foundation in place to deliver exceptionally high value to SAP's customers. Together with SAP, we see an enormous opportunity to unify key product data and eliminate some of the inefficiencies and duplication of effort that occur downstream in the enterprise."

Last month, Right Hemisphere announced a worldwide value-added reseller agreement with well-known SAP Special Expertise and Software Development Partner CENIT AG to distribute and support its software in North America and Europe. In 2007, Right Hemisphere's Deep Server™ 4.1 enterprise software successfully achieved SAP Certified Integration status for its integration with SAP PLM, Release 4.7. Earlier in 2007, Right Hemisphere received an equity investment from SAP Ventures, a division of SAP AG.

By incorporating Right Hemisphere's Deep Server enterprise software into an SAP IT infrastructure, manufacturing companies get a holistic and visual anytime, anywhere view of their product line data, including pricing, ordering, support and service information. Deep Server can automatically merge visual data from engineering and text-based business data from SAP applications. Once deployed, Deep Server can extract and receive computer-aided design (CAD) metadata, bill of materials (BOM) structures, and CAD geometry files stored in SAP PLM application-based systems. After extracting data from SAP PLM, Deep Server can generate lightweight 3D product models, combine these models with associated SAP ERP application-based product data, generate graphic derivatives and collaborative 3D documents, and import all of those files and documents back into SAP PLM. The imported data will also be associated with the parent CAD data records—known as document information records.

Right Hemisphere's Deep Server software can also combine text and visual data, and publish it into a variety of outputs including HTML, Microsoft® Office® and Adobe® PDF® files. These outputted files can then be used for training, user, and support manuals; parts catalogs; and any other kind of documentation needed to support a manufactured product. Deep Server automates and accelerates the production of product-related documentation, effectively reducing the time and expense traditionally required to create and maintain this documentation.

Right Hemisphere's solutions are already deployed in some of the industry's most respected manufacturing companies such as Bell Helicopter, Chrysler, Halliburton, Joy Mining Machinery, and Sikorsky Aircraft. With support for over 130 2D and 3D formats, Right Hemisphere's software provides an open environment for enterprise-wide product communication and collaboration that seamlessly



connects with other enterprise systems, eliminates various inefficiencies, and helps manufacturers get their products and support materials to market faster.

About Right Hemisphere

Right Hemisphere is the leading provider of enterprise visual product communication and collaboration solutions enabling manufacturers to optimize their global product development, launch, and support processes. 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. Over 500 innovative manufacturers, including five of the top six automotive OEMs and nine of the top 10 U.S. aerospace and defense contractors rely on Right Hemisphere to dramatically accelerate time to market, increase product and services revenues, and lower product communications 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.

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