

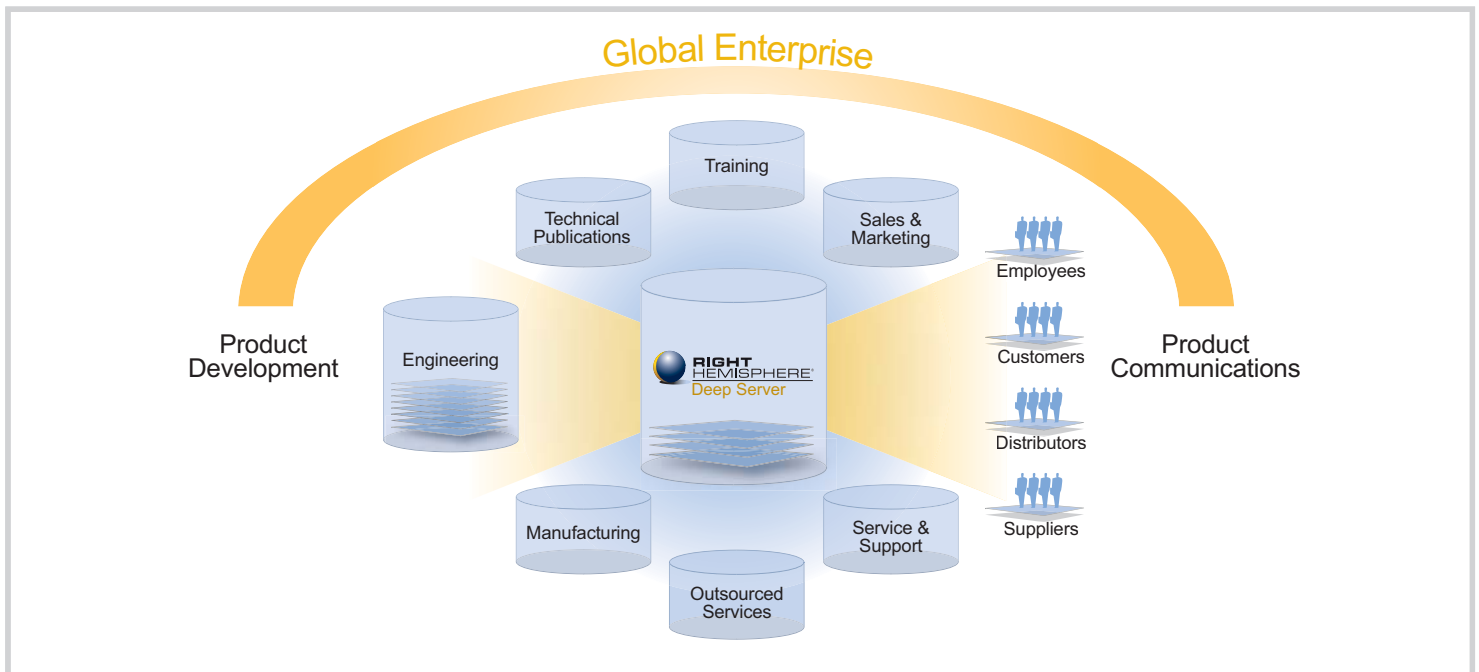
Right Hemisphere® Deep Server™

- Supply the Right 2D & 3D product graphics in the Right Format, Right Now
- Streamline 2D and 3D product graphics processes
- Gain visibility and real time control over product graphics and processes

Introduction

Manufacturing is a tough business that gets more competitive by the day. In the market, product complexity is increasing, yet time to market is not. Customer expectations are rising, yet prices are not. Competition has increased, yet revenue goals remain high. In your company, process improvement and cost reductions continue as top priorities.

Right Hemisphere enables manufacturers to globally source, sell, and service products more effectively by delivering the right 2D & 3D product graphics, in the right format, right now across their extended enterprises, all from accurate, up-to-date engineering data readily available in current CAD and PDM systems.



Right Hemisphere enables manufactures to source, sell and service products more effectively by bridging the product development and product communication worlds.

Right Hemisphere's Deep Server lets you

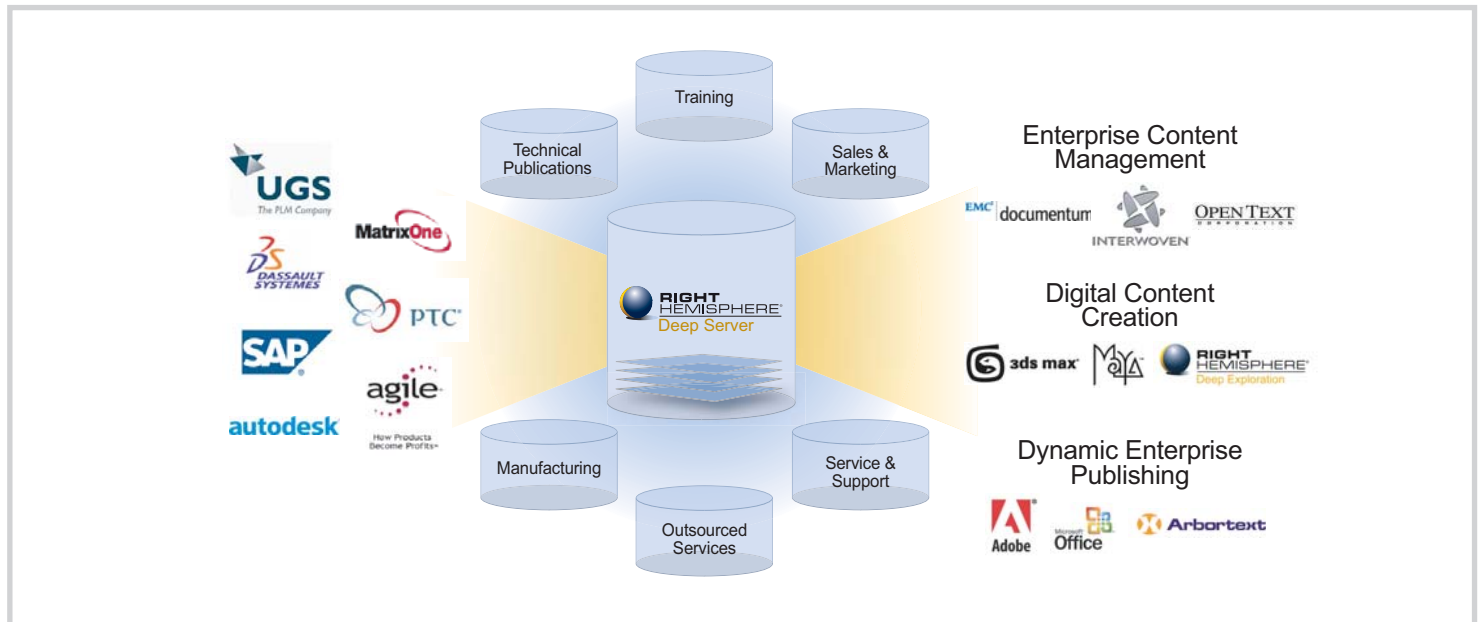
- ▶ Integrate product development and communications applications
- ▶ Automate 2D and 3D product graphics processes
- ▶ Manage product graphics in over 120 leading CAD and graphics formats

Integrate Your Product Development and Communications Applications

With the help of Computer Aided Design (CAD) applications and Product Data Management (PDM) systems, your engineering and manufacturing teams design and manufacture increasingly complex products, get products to market faster, and improve quality.

Advances in multimedia communications applications now allow your company to author and publish higher quality product communications and thereby transform how your products are sourced, sold, and serviced.

However, at most companies these applications are not integrated. As a result, rather than reusing 2D and 3D product graphics derived from 3D CAD models, these companies manually recreate product graphics within their product communications applications. Besides tying up valuable resources, this approach slows down new product introductions, lowers the quality of product communications, and eats away at already razor thin product margins.



Deep Server allows companies to source product data from existing CAD and PDM systems, supply product graphics to leading ECM, DCC and DEP applications and integrate with Adobe PDF, Acrobat 3D and LiveCycle Servers.

Deep Server integrates your product graphics across your product development and communications applications so you can streamline part to publication processes for 2D and 3D product graphics. Deep Server leverages your CAD models as a source for lightweight product graphics. Deep Server then integrates these graphics into your Enterprise Content Management (ECM), Digital Content Creation (DCC), and Dynamic Enterprise Publishing (DEP) applications in formats useful to these applications so you can multi-channel publish rich product communications to customers, partners, employees, wherever needed.

Deep Server Integration Capabilities

Source product data from existing CAD, PDM, and ERP applications

- Reuse CAD models from Dassault Systemes, UGS, PTC, Autodesk, and more
- Capture additional procurement and manufacturing attributes
- Schedule updates based on business rules

Supply product graphics to leading ECM, DCC, and DEP applications

- Enterprise Content Management applications from EMC Documentum, IBM, Interwoven, Microsoft, Open Text, and Vignette
- Digital Content Creation tools such as 3ds max, Lightwave 3D, Cinema 4D, Illustrator, Maya, Photoshop, XSI, Deep Creator, etc.
- Dynamic Enterprise Publishing applications from Adobe and Arbortext

Integrate with Adobe PDF, Acrobat 3D and LiveCycle Servers

- Publish PDF documents rapidly
- Use Acrobat 3D for process piloting and touchups
- Integrate LiveCycle Servers to manage Intelligent Documents

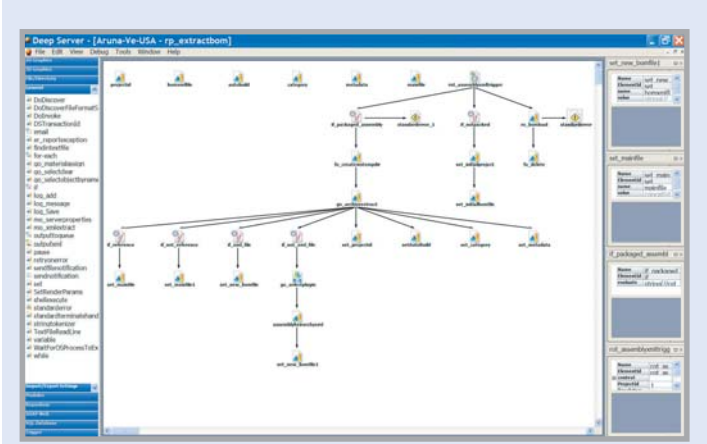
Automate Your 2D and 3D Product Graphics Processes

Automating business processes is a proven strategy to accelerate time to market, improve quality and cut costs. Yet typical 2D and 3D graphics publishing processes are characterized by manual steps, points of automation, and limited visibility and control. The result is too few graphics and too much cost.

Deep Server can supply the range of rich 2D and 3D product graphics needed by your customers, partners, and employees, while driving out time and cost.

Deep Server automates your 2D and 3D graphics processes using scalable graphics technology and best practice solutions. Deep Server automates manual activities, integrates already automated ones, and provides you with better visibility and control at every step.

Deep Server also synchronizes product graphics with CAD models throughout the product lifecycle. This lets you product communications processes work concurrently with your product development processes. And later as your products evolve, Deep Server automatically updates your product graphics.



With a user friendly interface, Deep Server Process Designer allows you to easily configure 2D and 3D graphics processes to meet your business needs.

Deep Server Automation Capabilities

Transform CAD models into lightweight product graphics automatically

- Transform complex CAD models accurately
- Transform large CAD models rapidly
- Optimize graphical models for downstream use

Author multiple intermediate and finished product graphics automatically

- Multiple graphics types including technical illustrations, non-photoreal images, photoreal images, 3D animations and more
- Multiple graphics formats, over 80 including vector, raster, high resolution, and more
- Multiple isometric and orthographic views

Associatively update product graphics automatically 7/24

- Repeat transform and author steps as CAD models change
- Update graphics in linked publications
- Communicate changes via email

Manage Your Product Graphics In Over 120 Leading CAD and Graphics Formats

Product graphics are authored and used across your extended enterprise. A typical manufacturer has tens of thousands of 2D and 3D product graphics in dozens of formats. And if you are like most manufacturers, demand for these graphics is growing as you address increasing product complexity and use rich graphics to differentiate your products.

Meeting this growing demand at a reasonable service level is a significant challenge. And meeting this demand across so many diverse modeling and graphics formats makes this challenge even tougher. Some formats are optimized for CAD modeling, others for view/markup and visualization. Certain formats are great for technical illustrations, while others are designed to support photoreal images.

Some manufacturers have attempted to enforce standards to mitigate this complexity. But global supply chains, mergers and acquisitions, ever changing CAD/PDM and communications applications, and diverse product graphic needs make this a battle few choose to fight.

Further, security is also proving a big challenge, especially in global supply chains where IP protection is a top priority.

Deep Server manages 2D and 3D products graphics in a unified repository that is easy to access, yet secure. Home for lightweight graphical models and derivative graphics (technical illustrations, non-photoreal images, photoreal images, 3D animations, and more), this repository supports all the leading modeling and graphics formats. This allows subject-matter experts, illustrators, graphics designers, and others to author and publish using whatever tools and formats work best, while eliminating the need for engineering involvement.

The top screenshot shows a search results page with a grid of 3D models and their thumbnails. The bottom screenshot shows a detailed view of a specific graphic with a metadata table.

System metadata		TOOL
Asset name	AP332000	ESB
Date uploaded	04/22/09 7:25:51 a.m.	
Uploaded by	Administrator	
Metadata	AP332000 Lvs	ESB
Project	Default	
Category	CAD/CAE/PLM	
File name	AP332000.PRT	
File size	28508 kb	

Store 2D and 3D product graphics in a unified repository, easily search and navigate through thousands of graphics to locate the one you need, and create new product graphics on demand.

Deep Server Management Capabilities

Store 2D & 3D product graphics in unified repository

- Store both lightweight graphical models and derivative graphics including technical illustrations, non-photoreal and photoreal images, 3D animations, PDF document, and more
- Leverage Microsoft SQL Server database
- Secure graphics via access control and encryption

Search or navigate to repository to locate existing graphics

- Find graphics fast via search and/or tree
- Classify graphics by metadata, project, and category
- Synchronize with Digital Asset Management or PDM control systems

Create additional product graphics whenever needed

- Use Deep Exploration CAD Edition Acrobat 3D to transform and author new graphical models and derivatives and store within Deep Server
- Run Deep Server processes to automatically generate new graphics
- Run Deep Server processes to associatively update existing graphics

The Deep Server Difference

Derivative Product Graphics On Demand	Use Automation to Replace Manual Processes	Associatively Update Product Graphics as Products Change
<p>Deep Server automatically generates and securely stores all the 2D and 3D illustrations, non-photoreal and photoreal images, 3D animations and virtual environments you need to communicate your products, in the format you need, whenever you need them, without having to involve the engineering department or use engineering tools and formats.</p>	<p>Unlike today's time and labor intensive manual product graphics processes that rely on people and point authoring tools alone, Deep Server automates 2D and 3D product graphics processes to deliver a range of intermediate graphics, finished graphics, and even finished documents all from accurate, up-to-date engineering data.</p>	<p>As your products and configurations evolve, Deep Server automatically updates impacted product graphics across sourcing, sales and service without having to track down and manually change every downstream usage.</p>

Right Hemisphere

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

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.

Learn more about Right Hemisphere at www.righthemisphere.com