

# Right Hemisphere Deep Server

- Streamline publishing of product communications and support offerings
- Gain visibility and real time control over product graphics and processes
- Supply extended enterprise demand for product graphics

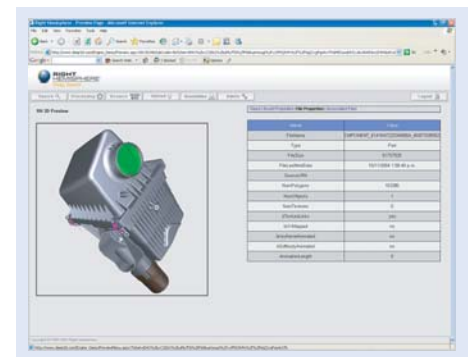
## Introduction

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.

Product Graphics Management (PGM) is proving a valuable new approach for capital goods manufacturers who need to accelerate time to market, increase revenue and competitive advantage, and reduce product lifecycle costs.

Right Hemisphere's Deep Server software is the leading product graphics management application. Right Hemisphere's Deep Server lets you

- Integrate your CAD/PDM and publishing applications
- Automate your 2D and 3D graphics publishing processes
- Manage your product graphics in over 120 formats.



Supply Product Graphics for Product Communications and Support Offerings using Deep Server

## Integrate Your CAD/PDM and Publishing Applications

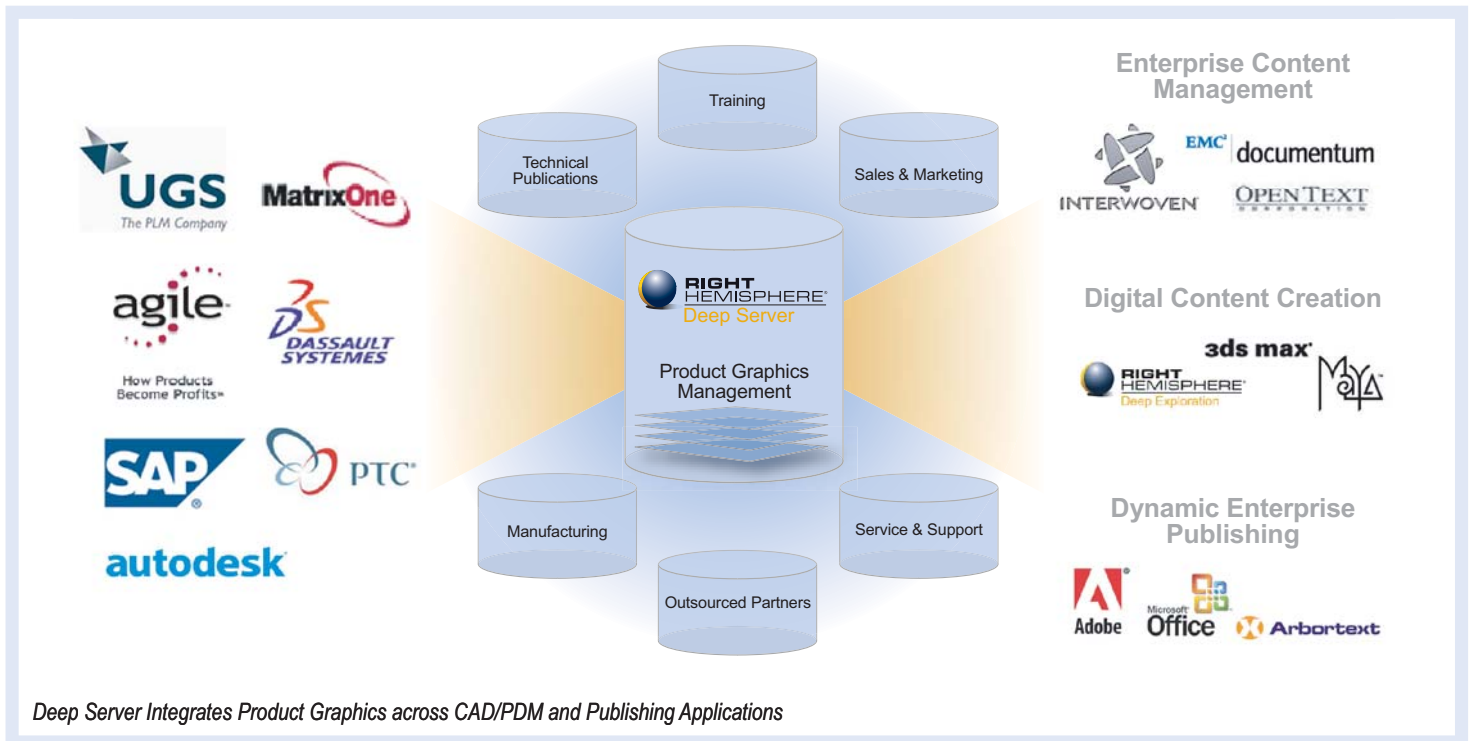
With the help of Computer Aided Design (CAD) and Product Data Management (PDM) applications your engineering and manufacturing teams can design and manufacture increasingly complex products, get products to market faster, and improve quality.

Advances in publishing applications now allow your company to automate the merging of text, 2D and 3D graphics, video and sound. These advantages enable your technical publications, training, sales and marketing, service and support, and other groups to author and publish higher quality product communications and support offerings better than ever before.

## Product Communications and Support Offerings by Department

Technical Publications	Training	Manufacturing
Operation Manual Maintenance Manual Manufacturing Process Sheet Assembly Process Sheet Service Bulletin	Interactive Electronic Training Manual (IETM) Computer Based Training Simulation Virtual Reality	Engineering Change Order Request For Quote Parts List Manufacturing Process Sheet Assembly Process Sheet
Service and Support	Sales and Marketing	Engineering
Operation Manual Maintenance Manual Service Bulletin	Product Catalog Brochure Collateral Multimedia Presentation	Product Design Product Mockup Visualization Engineering Change Order Request For Quote

However, at most companies these engineering and publishing 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 for their publishing applications. Besides tying up valuable resources, this approach slows down new product introductions, lowers the quality of product communications and support offerings, and eats away at already razor thin product margins.



Deep Server integrates your product graphics across your CAD/PDM and Publishing applications so you can streamline publishing of your product communications and support offerings.

Deep Server leverages your CAD models as a source for lightweight graphical models and derivative graphics. Deep Server then integrates these graphics into your Enterprise Content Management (ECM), Digital Content Creation (DCC), and Dynamic Enterprise Publishing (DEP) applications so you can multi-channel publish across your extended enterprise.

Deep Server also synchronizes product graphics with CAD models throughout the product lifecycle. This lets you build product communications and support offerings concurrent with product design. And later as your products evolve, Deep Server automatically updates your product graphics

## Deep Server Integration Capabilities

### Leverage CAD assets to source product graphics

- ▶ Reuse existing CAD models from Dassault, PTC, Unigraphics, and more.
- ▶ Create lightweight graphical models and derivative graphics.
- ▶ Share graphical models and derivative graphics across the enterprise.

### Integrate product graphics into leading publishing applications

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

### Deliver 2D and 3D product graphics throughout the product lifecycle

- ▶ Author appropriate graphics at every product stage.
- ▶ Enable appropriate product communications and support offerings at every product stage.
- ▶ Synchronize CAD models and graphics as CAD models change.

## Automate Your 2D and 3D Graphics Publishing 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.

Further, successful process automation requires a flexible approach that allows your process improvement teams to rapidly define, implement, and improve your 2D and 3D graphics publishing processes.

Deep Server automates your 2D and 3D graphics publishing 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 Automation Capabilities

#### Optimize publishing processes for product communications and support offerings

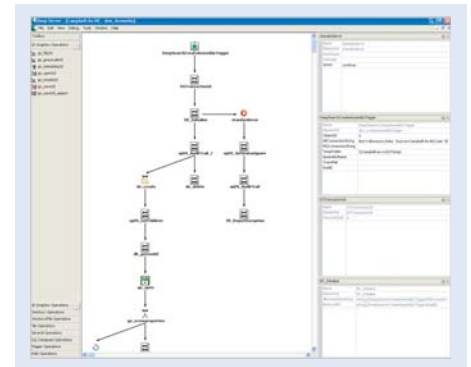
- ▶ Apply best practice graphics publishing solutions.
- ▶ Execute graphics publishing processes reliably.
- ▶ Manage performance via dashboard metrics.

#### Automate graphics transformation and authoring

- ▶ Enterprise-scale graphics transformation and authoring.
- ▶ Rapid transformation and authoring of complex CAD models.
- ▶ Dynamic updating of graphics as CAD models change.

#### Implement graphics publishing processes efficiently

- ▶ Install processes in days, not months.
- ▶ Configure rapidly without not customization.
- ▶ Deploy using open, standards-based architecture.



Configure 2D and 3D Graphics Processes Rapidly using Deep Server Process Designer

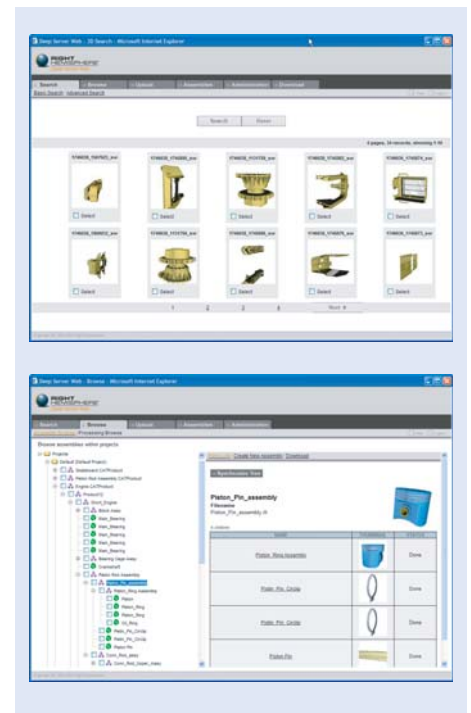
## Manage Your Product Graphics In Over 120 Formats

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 and products support offerings.

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. Some formats are great for authoring, while others are optimized for publishing.

Some manufacturers have attempted to enforce standards to mitigate this complexity. But global supply chains, mergers and acquisitions, ever changing CAD/PDM and publishing applications, and diverse product graphic needs make this a battle few choose to fight. 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, photoreal images, and interactive scenes), 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 works best, while eliminating the need for engineering involvement.



Search Product Graphics Easily using Deep Server Web

## Deep Server Management Capabilities

### Unified repository for derivative 2D & 3D product graphics

- ▶ Lightweight graphical models with shading, textures, explosions, and more...
- ▶ Derivative graphics including technical illustrations, photoreal images, and interactive scenes.
- ▶ Support over 120 leading modeling and graphics formats.

### Easy to search as Google™

- ▶ Find graphics fast.
- ▶ Create additional models and derivatives on demand.
- ▶ Classify graphics using metadata tagging.

### Secure and managed

- ▶ Secure graphics via access control and encryption.
- ▶ Manage with Microsoft SQL Server.
- ▶ Add security and control via Adobe® PDF and Adobe® Livecycle servers.

## Right Hemisphere

Right Hemisphere's Product Graphics Management software integrates CAD/PDM and Publishing applications, automates 2D and 3D graphics publishing processes, and manages product graphics in over 120 formats.

Five of the top six automotive OEMs, nine out the top ten aerospace and defense contractors, and hundreds more use Right Hemisphere software to streamline publishing of technical publications, interactive training, product catalogs, marketing communications, manufacturing instructions, product service bulletins, 3D collaboration documents, and more.

Replacing manual processes and leveraging CAD/PDM assets, Right Hemisphere accelerates time to market for new products and product support offerings, increases revenue and competitive advantage, and reduces product lifecycle costs.

Learn more about Right Hemisphere at [www.righthemisphere.com](http://www.righthemisphere.com)



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