

Right Hemisphere Marketing Communications Solution

- Develop marketing communications concurrent with product design
- Create more compelling, differentiated marketing communications
- Leverage existing CAD and marketing communication investments

Introduction

In today's multi-media world, marketing departments are challenged to deliver ever-more compelling promotional materials and presentations. When marketing complex products, high impact 2D and 3D product graphics can be the difference that makes the difference. However it takes time to manually create these graphics. And historically, graphics creation costs have been high due to manual processes and disparate marketing communications applications. Time to market pressures and revenue growth expectations further compound the problem.

Right Hemisphere's Marketing Communications Solution accelerates time to market, increases revenue via more compelling marketing communication, and reduces marketing communication costs.

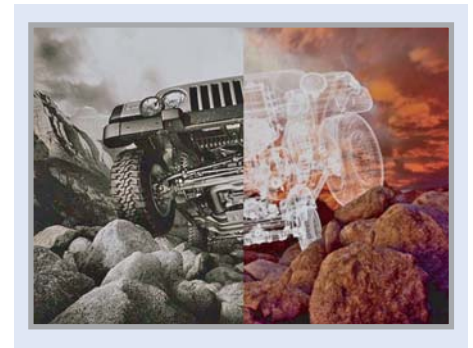
Right Hemisphere's Marketing Communications Solution blends Right Hemisphere products, industry best practices, and consulting services so you can:

- ▶ Integrate leading CAD/PDM and marketing communication applications
- ▶ Automate graphics publishing processes for catalogs, brochures, collateral, presentations, multimedia, and more
- ▶ Manage marketing communications related product graphics

Integrate leading CAD/PDM and marketing communication applications to accelerate time to market

The goal of marketing communications is to create awareness and capture preference in target customers. The sooner the product brochures, announcements, corporate web pages, and customer presentations hit the market, the better. But too often, marketing departments cannot get started on creating new product-related graphics because they have to wait for the product to be built. For example, automotive product brochures today require several actual cars and a number of on location photo shoots.

Right Hemisphere's Marketing Communications Solution lets you develop your marketing communications concurrently as you design your products. You no longer need to wait for the finished products to be designed and manufactured before you start on the marketing. Right Hemisphere lets you quickly transform the CAD models your engineers are using to design your products into the high impact 2D and 3D graphics required in your marketing communications. And Right Hemisphere automatically updates these graphics as your product designs change, so there is no penalty for starting early.



Images courtesy of Daimler Chrysler Corporation

A leading Detroit design agency reduced the time to create photo realistic automotive renderings for customer brochures from 250 hours to 40 hours, saving more than \$10M annually.

Key capabilities include:

- ▶ Leverage existing CAD models to quickly create realistic 2D and 3D product graphics
- ▶ Integrate product graphics with DCC applications to author television commercials, corporate videos
- ▶ Integrate product graphics and text for brochures, announcements, and other collateral using content management applications
- ▶ Integrate product graphics into dynamic publishing applications to deploy rich marketing communications via electronic documents, print, web, email, and other multimedia.

Automate graphics publishing processes to create more compelling catalogs, brochures, collateral, presentations, and multimedia

Increasing global competitiveness has forced companies to raise the marketing communications bar. Capturing the interest of your customers and channel requires compelling 2D and 3D product graphics. There are plenty of tools that you can use to do this manually. But today's manual authoring approaches limit the sheer volume and quality of graphics, at a time when winning requires dozens, hundreds, or even thousands of graphics.

Right Hemisphere's Marketing Communications Solution helps you author more compelling graphics, faster, so you can differentiate your products in the market. By letting you blend manual and automated authoring, you can maximize your creative teams' outputs. For example, you can automatically render most of your product images, freeing time for your graphics designers to create additional special effects. And you can free up additional resources by merging photorealistic product graphics with stock background scenes to eliminate resource intensive photo shoots.

Key capabilities include:

- ▶ Automatically author lightweight product graphics for Microsoft® Powerpoint® sales presentations.
- ▶ Automatically illustrate accurate technical illustrations for Acrobat® PDF or HTML data sheets and catalogs.
- ▶ Automatically render photorealistic images for high quality product brochures.
- ▶ Author interactive scenes that "bring products to life" for video, simulation or other multimedia purposes.

Manage marketing communications related product graphics to reduce your marketing communications costs

As product complexity increases and our over communicated society's attention span decreases, the demand for rich 2D and 3D product graphics is growing exponentially. Cost effectively meeting this demand is a challenge. To do so, your marketing subject-matter experts, illustrators, graphics designers, and others need the right graphics, in the right format, right now.

Right Hemisphere's Marketing Communications Solution helps you cost effectively manage your marketing communications related product graphics. By providing a unified repository for all your product graphics, you no longer waste money creating a new graphic when one already exists. And if the right graphic doesn't exist, you can quickly and easily generate one that meets your need, for example, "highly realistic" for product brochures and "clear and simple" for internal product announcements. Further, because Right Hemisphere supports all the leading graphics formats, you don't waste money on unnecessary conversions and touchups.

Key capabilities include:

- ▶ Provide product graphics on demand in appropriate formats and quality levels
- ▶ Easy to search as Google™
- ▶ Dynamically update graphics as CAD models change.

Right Hemisphere

Right Hemisphere® is the leading provider of Product Graphics Management software. Product Graphics Management is a new category of enterprise software that integrates, automates, and manages 2D and 3D product graphics across the extended enterprise. Five of the top six automotive OEMs, nine of the top ten aerospace and defense contractors, and hundreds more customers use Right Hemisphere software to streamline publishing of technical publications, interactive training, marketing communications, engineering collaboration documents, and more. 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



Using Right Hemisphere, you can easily create and import 3D graphics directly into Adobe Acrobat PDF or Microsoft Powerpoint to develop powerful marketing collateral and sales presentations.



Daimler Chrysler used Right Hemisphere's product graphics management applications to leverage existing CAD models to create photorealistic images thereby saving millions in production costs.

