“A truly open solution”

By DTI

At the Greater New York Dental Meeting (GNYDM), global dental imaging technology specialist 3DISC showcased its newly developed Heron IOS scanner. Dental Tribune had the opportunity to speak with Sigrid Smitt Goldman, CEO and Executive Chairman of the 3DISC group, about the company’s entry into the intraoral scanner market and what sets the device apart from competing products.

After a two-year development process, you showcased the market-ready Heron IOS in New York. What were priorities in the development of the scanner?

The Heron’s lightweight design and ability to update in real time make it an essential tool in the contemporary dental practice. In development, we focused on ergonomics for the dentist and comfort for the patient. Recognising that size and flexibility in scanning are essential, we developed a small, lightweight hand- and mouthpiece with a 360° rotating tip for maximum flexibility and comfort when scanning the upper and lower arches.

Were there any challenges you had to overcome in the development process?

During the development process, we took initial concepts to dentists early on in the design phase and were quite surprised to find that they had very different approaches to some basic things, like how they would pick the unit up. Some used a pen grip, others lifted it from the top. This feedback led to several changes to the shape of the unit and drove the design of the 360° rotating tip that allows the scanner to be comfortably held and used in every situation.

When will the device be available to customers and in which markets?

We open for sales in Europe and USA in the first quarter of 2018 and the first scanners will be in clinics early in the second quarter. Increasingly, dental manufacturers are introducing open solutions. Is Heron IOS compatible with solutions other than those of 3DISC too?

Yes, the scanner output is entirely open, providing both STL and PLY format, and expected to be compatible with most open dental CAD systems.

“The 360° rotating tip allows the scanner to be comfortably held and used in every situation.”

Sigrid Smitt Goldman, CEO and Executive Chairman of the 3DISC group, with the company’s Heron IOS scanner during the 2017 Greater New York Dental Meeting.

Our QuantorClinic software is a combination of our own scan software and exocad’s DB software, with dentalshare as the primary laboratory sharing tool. It facilitates order management, scanning, validation, commenting and order submission to the laboratory.

The Heron offers an all-in-one application accessible from one interface—a truly open solution with what we believe is one of the market’s best-optioned CAD integrations.

Have you already planned any updates, such as introducing a wireless Heron IOS version in the future?

Naturally, the development of the solution does not end with the upcoming launch. We primarily expect updates on the software side, such as improvements to the free QuantorClinic software license that comes with the scanner. This means that dentists that order the first-generation software now will automatically get the updates with their software at no extra charge.

Editorial note: The scanner will be available to customers in Asia soon, a company representative told Dental Tribune. Currently, 3DISC is in the process of obtaining market approval for Heron IOS in China and Japan.

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By DTI

BEIJING, China: Held for the fourth time in 2017, this year’s edition of the World Dental Forum proved to be a great success for its organiser, dental prosthesis provider Modern Dental Group. Bringing together over 800 dental professionals from around the world in the Chinese capital city, the event increased the exposure of the country’s growing dental market by engaging local market players and dentistry experts.

Complemented by a small-scale exhibition, which was held alongside the congress programme, the two-day forum covered a broad range of topics in lectures delivered by a line-up of international speakers who mainly focused on industry developments in the fields of digital dentistry, implantology and aesthetic dentistry. The opening speeches were delivered by Prof. Thomas Flemming, Dean of Dentistry at the University of Hong Kong, and the President of the Chinese Stomatological Association Prof. Yu Guang Yan, and were followed by traditional Chinese dance performances.

Commenting on the event’s regional focus, Modern Dental Group CEO Godfrey Ngai said: “Founded in Hong Kong, and being one of the major global players who have strong presence in five continents, it is our obligation to contribute towards the Chinese market through education and introducing international standards.”

Under Ngai, the Hong Kong-based company has extended its services to mainland China, training thousands of dental technicians and driving the development of the dental laboratory industry in China. Therefore, as part of the World Dental Forum’s social programme, attendees had the chance to visit the Modern Dental Laboratory in Shenzhen, which employs over 4,000 technicians and is the largest state-of-the-art laboratory in the world.

According to Ngai, the company will continue to nurture the emerging Chinese market by delivering knowledge, technologies and skills to the country. “We are confident that in the near future, the Chinese market will grow and develop into one of the leading dental prosthetic markets in the world.”
Sophisticated solutions tailored for the Indian market

By DTI

BANGALORE, India: Kicking off a series of events to increase their brand awareness in India, cooperation partners Planmeca and W&H have hosted exclusive roadshows in six of the country’s metropoles. At the evening events that were specifically tailored to the demands of the Indian dental market, attendees had the opportunity to familiarise themselves with the two companies’ comprehensive product portfolios during interactive expert discussions and live demonstrations.

“Our aim was to maintain the direct contact with dentists, institutional heads as well as corporate hospital heads on site and to establish W&H India and Planmeca India as an important local partner for advanced dental solutions,” said Raghavan Radhakrishnan, General Manager of the companies’ joint office in Bangalore, which was officially opened in April.

Radhakrishnan announced that the roadshows were just the start of their broader action plan for the country’s dental market. Inviting dental experts from all over India to be introduced to the latest solutions offered by the two family-run businesses, the roadshows were held in Chandigarh, New Delhi, Mumbai, Pune, Cochin and Bangalore from 8 to 14 November. According to the organisers, approximately 60–70 dental professionals attended each event, including dental specialists, such as implantologists, prosthodontists, oral surgeons and radiologists.

During the product presentations, special focus was placed on W&H’s new implantology device Implantmed, an automatic handpiece maintenance device Assistina TWIN and the company’s Primea Advanced Air Turbine.

Planmeca highlighted its Planmeca Emerald intraoral scanner and the Planmeca PlanMill 40 S, a chairside CAD/CAM milling unit. After an introduction, attendees had the opportunity to experience and discuss the innovative functionalities of the products during hands-on demonstrations.

“The aim of our roadshows was not only to present our product innovations and our product know-how, but also to support active networking among the Indian experts. For our product success and brand awareness the personal contact to our customers and target groups is decisive,” Radhakrishnan stressed.

“With the current series of events we offered an optimal platform for a lively exchange of experiences and know-how [...].”

J. Morita to distribute TRIOS in Japan

By DTI

TOKYO, Japan: Starting in spring 2018, J. Morita will distribute Danish digital solutions provider 3Shape’s award-winning TRIOS 3 intraoral scanner as part of its line of dental products in Japan, the two companies announced in November.

“The 3Shape TRIOS 3 is renowned for its documented high accuracy and amazing speed. J. Morita’s expert sales teams and strong service network make them an excellent partner for Japanese doctors seeking a smooth entry into digital dentistry,” commented Hiroyuki Nishiya, 3Shape Country Manager for Japan, on the agreement.

Since its launch in 2011, the TRIOS range has received numerous awards. In October, the device was given the 2017 Cellerant “Best of Class” Technology Award for the fifth consecutive year in recognition of its accuracy, scanning speed and ease of use.

Earlier this year, 3Shape introduced TRIOS 3 Wireless at the International Dental Show in Germany. This device is the latest model in the TRIOS portfolio and the only wireless digital impression solution on the market. The newest model links to a PC via a point-to-point wireless connection to eliminate the need for cables in the operatory.

Fig. 1: Fast and lightweight: Planmeca’s new intraoral scanner, the Planmeca Emerald was the focus of some of the product presentations.— Fig. 2: With a series of roadshows, W&H India and Planmeca India updated attendees on their latest product solutions.