

Long-awaited **Digital Dentistry Show** to premiere in Berlin in June 2024



Fig. 1: The Badeschiff is a picturesque floating public swimming pool area overlooking the Spree river.



Fig. 2: The Escobar is an extension of the Badeschiff that includes a covered bar area.

Now is an exciting time for dentistry. Technological innovations lie at the heart of the profession and are significantly advancing personalised dental care. To provide a platform to celebrate digital innovations in the field and educate the dental team, DDS.Berlin has collaborated with the Digital Dentistry Society, and they are bringing a highly immersive experience to the capital of Germany—the Digital Dentistry Show. Scheduled for 28 and 29 June 2024 at the Arena Berlin, the event promises to deliver engaging educational and social opportunities with a special focus on digital products and the digital workflow in dentistry.

Through live product presentations, workshops, discussion sessions and an exhibition, the 2024 Digital Dentistry Show seeks to provide attendees with first-hand knowledge of digital dental products and services and to offer space for personalised advice and face-to-face interactions with industry leaders. With the focus on robust research evidence, the scientific programme will feature

presentations by prominent opinion leaders, including Drs Henriette Lerner, Alessandro Cucchi, Raquel Zita Gomes, Paul Schuh and Marcus Engelschalk, and cover a wide range of topics, such as artificial intelligence, the digital workflow in maxillofacial surgery and full-arch rehabilitation, and digital bone surgery. Attendees will have the opportunity to earn up to 16 continuing education credits.

Besides a strong educational aspect, the 2024 Digital Dentistry Show will serve as a social hub for dental experts, professional organisations, manufacturers and publishers who are looking to form or expand their network of like-minded, future-oriented individuals. To be hosted at one of Berlin's industrial pearls, the unique event location offers a rich history and a distinctive modern feel. The adjacent Escobar and the Badeschiff spaces will enhance the relaxed and jovial atmosphere, underlining the informal and engaging nature of the show.

The 2024 Digital Dentistry Show is expected to attract over 2,000 eminent dental professionals from around the world. You are invited to be one of them!

More information on registration and the scientific programme can be found at www.dds.berlin. Admission to the event is free of charge.



Fig. 3: Attendees will also have access to the Sonnendeck of the Escobar, where they will be able to enjoy delicious food and drinks.

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