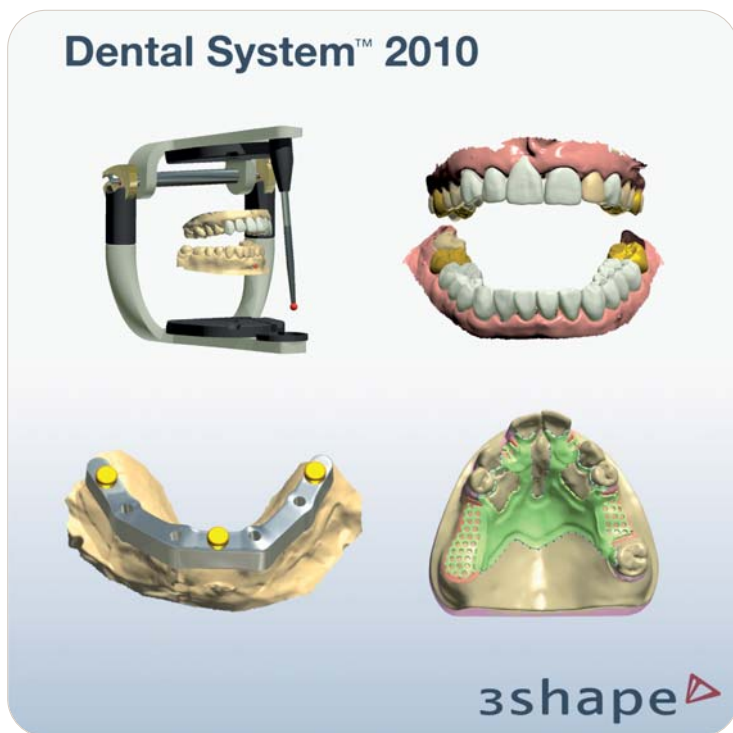


3Shape releases Dental System 2010



3Shape A/S has released its next generation Dental System 2010. This software for Dental CAD/CAM solutions brings new and highly sophisticated indications never before seen in the digital arena, offering productivity and business gains for dental laboratories.

New Dental System 2010 features include simultaneous modelling on the upper and lower jaw, Dynamic Virtual Articulation, the market's fastest digital design of removable partials, SmileComposer with mirror and clone functionality for designing aesthetic full anatomy bridges, sophisticated design of implant bars, virtual addition of attachments for any indication and many more powerful features.

Tais Clausen, CTO and 3Shape co-founder, has already demonstrated Dental System 2010 to hundreds of dental professionals at seven different locations in the US. "Attendees were very impressed with the many new features," Clausen

commented, "but they were also very happy to see that 3Shape has improved and strengthened Dental System's basic engine functionalities such as copings, bridges and abutment design, making these essential indications even faster and easier to design."

Selected dental laboratories have been using Dental System 2010 and evaluating its performance with actual customer cases. Kurt Reichel, founder and owner of Kurt Reichel Dental Lab, is already providing restorations using the latest Dental System 2010 features. "It's like driving a sleek vehicle with enormous engine power," Reichel said. "Dental System 2010's new SmileComposer and Dynamic Virtual Articulation have speed up our workflow significantly, while ensuring new levels of aesthetics and consistent results. The new partial design software has opened up a whole new profitable service area for my business."

The new Dental System 2010 cements 3Shape's position as market leader in the rapidly evolving CAD/CAM dental business environment. 3Shape has released Dental System 2010 to its partners, who will be providing it to end-users in the course of the next few months. Please contact your local supplier, or visit www.3shape.com regarding availability, reseller and purchasing information.

_contact	CAD/CAM
<p>3Shape A/S Holmens Kanal 7 1060 Copenhagen K Denmark</p> <p>info@3shape.com www.3shape.com</p> <p>Please visit us at IDS: Hall 10.2, Booth M039</p>	