



On the trail of **implant** innovation at **IDS 2013**

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Around 15 million implants are to be found in German mouths alone, with over 800,000 more being implanted every year. So it's no wonder that this growth area of modern dentistry is also a regular fea-

ture at the International Dental Show (IDS) in Cologne. Every two years, implant specialists in particular are among the dentists and dental technicians who attend the world's biggest leading trade fair serving the dental sector to gather information about new products and current trends. After all, keeping up with progress is vital in this innovation-driven sector. Optimised implant surfaces, individual abutments or software for guided implantation—the trends are so diverse that it isn't always easy to maintain an overview. That's why using IDS as an aid to decision-making is an excellent way to keep a practice on the right track with new ideas.

The focus is on different developments, depending on objective and target group. For example, anyone who has specialised in metal-free prostheses from root to crown will also be interested in new products in the field of zirconium oxide implants. Current study results in this field are lending new momentum to innovation in both practice and research in equal degree. The results of this development will first be visible in Cologne—as is typical for IDS.





While some materials are only of interest to certain practitioners, business planning systems and methods for improving the workflow are becoming more important everywhere. The topic of guided implantation in particular is currently arousing great interest. Modern software systems now make even 3-D planning possible without a DVT unit in the practice—a compelling argument, especially for smaller practices without a great deal of scope for substantial investment.

No matter where the main areas of interest lie, every visitor will find the appropriate solutions at IDS, which will take place from 12 to 16 March 2013. And the best part is that, alongside the opportunity to interact with the latest developments in the dental industry live, numerous experts are also on hand to give advice face-to-face. Planning your participation in IDS in advance therefore provides the best opportunities to take home important advice and information.

"The broad field of implantology, in particular, benefits from a structured approach. A plan drawn up in advance helps in locating the innovations of interest for a specific practice," says Dr. Markus Heibach, President of the VDDI. "IDS in Cologne offers a unique opportunity to experience producers and their products

in person. In this way, dentists and dental technicians can benefit directly from the dental industry's know-how, seek out discussions with experts and take home insights of real relevance to their practices."

IDS takes place in Cologne every two years and is organized by the GFDI Gesellschaft zur Förderung der Dental-Industrie mbH, the commercial enterprise of the Association of German Dental Manufacturers (VDDI) and staged by Koelnmesse GmbH, Cologne.

Photos from the last IDS Cologne are available in our image database on the Internet (www.ids-cologne.de), "For the Press". If you reprint this document, please send a voucher copy.

