

**EASY IMPLANTATION WITH EASYFOR**

Based on a treatment method developed by implant specialist Dr Bruno Forengo from Italy over twenty years ago, the EasyFor implant system will be on display to visitors at IDS at booth K060 in hall 11.3.



Available in five different diameters and 10 lengths, the titanium-based implants of the EasyFor system boast a dual acidification sand-blasted surface that enhances long-term stability of hard and soft tissue for a beautiful, long-lasting smile.

The system allows immediate loading as well as minimally invasive implant surgery through a surgical

guide. It also features a conical connection that allows platform switching. This is supposed to provide an antibacterial seal and prevent the occurrence of implant-abutment micro-motion.

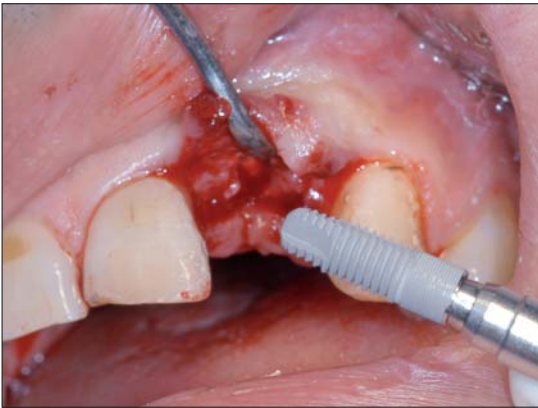
According to the company, the system was developed with a biological and biomechanical approach in mind and is based on year-long ex-

perience from specialists in the industry.

Available by the company with the same name since 2010, it aims to provide clinicians with cutting-edge products that are safe, reliable and easy to use in prosthetic implant rehabilitation procedures.

EasyFor says to offer full support to different customer needs as well as a number of training programmes that include Enterprise Content Management (ECM)—Basic & Advanced—for medical doctors and staff.

**EASYFOR, ITALY**  
[www.easyfor.it](http://www.easyfor.it)  
**Hall 11.3 Booth K060**



• Fig. 1



• Fig. 2

**ITALY'S ANSWER TO LOW COST DIODE LASERS**

Low cost diode lasers have increasingly found their way into dental practices thanks to their versatility and easy handling. The Italian medical and dental products manufacturer Dental Medical Technologies (DMT) is now adding another sophisticated device to the market with its new all-purpose diode laser Giotto.

Named after the 12<sup>th</sup> century Italian painter Giotto di Bondone, the laser can be used for a wide range of dental procedures, according to the Milan-based company. Boasting an effective power of 7 watts, it combines reliability with high clinical efficacy, they said. Safety has also been improved through an interactive software with touch-screen func-

tionality that guides the clinician and provides educational videos for up to 50 procedure that have been developed in cooperation with leading clinicians and institutions in the field of laser dentistry.

The company said it will offer the device for a net price of €3,900. The Giotto diode laser comes with a bleaching kit suitable for 12 applications, among other equipment. Visitors of IDS will be able to get hands on the company's complete portfolio including DMT's dual wavelength lasers Raffaello and Leonardo at its booth F058 in hall 10.1.

**DMT, ITALY**  
[www.dmt.biz](http://www.dmt.biz)  
**Hall 10.1 Booth F058**

AD

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IDS 2013, Hall 4.1 Stand D018  
[www.juvoradental.com](http://www.juvoradental.com)

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Hall 4.1 Stand D030



Hall 4.2 Stand J018

**LAB QUALITY TOOLS NOW AVAILABLE FOR DENTISTS**

Processing using zirconium oxide has evolved from being a niche concept to one of the most common techniques to have ever been developed for dentistry. Probably more than ever, clinicians now need to have the right tools for preventing the formation of surface micro-cracks and for achieving the best results for their patients.

labs for years. At IDS 2013, this line is now also becoming available for dental practice in order to provide dental clinicians with a safe option to perform necessary adjustments professionally.



With this world premiere each stage of treatment can now be polished, according to the company, which makes these tools an alternative in addition to the familiar high quality achieved in the dental laboratory.

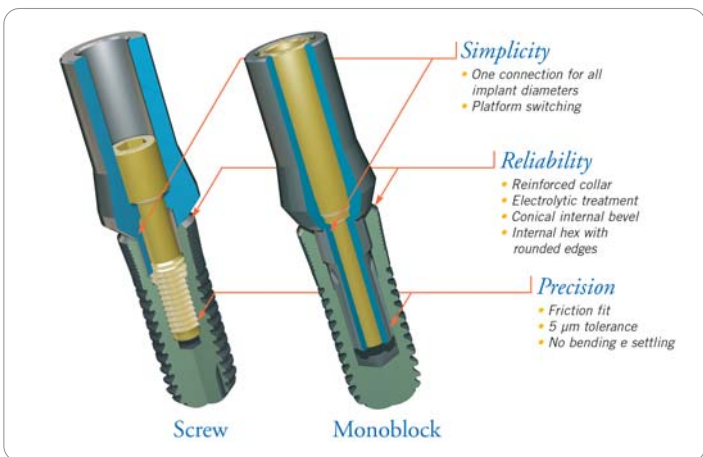
The polishing of lithium silicate ceramics also come with particular challenges as their unique design and micro-morphological structure require specially adapted material compositions.

An optimised heat flow is also supposed to prevent both local phase transitions, a cause for a non-uniform surface and material failure, the company said.

With DIACERA, EVE Ernst Vetter already introduced a specialised polishing system based on zirconium oxide and specifically developed for these challenges at IDS 2007. The system has been providing outstanding quality and safety required by dental

**EVE ERNST VETTER, GERMANY**  
www.eve-rotary.com  
Hall 10.1 Booth F043

**AN "ALL-IN-ONE" IMPLANT SOLUTION**

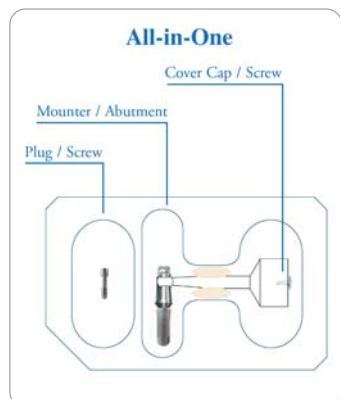


The Easy Grip line from T.F.I. System was designed for the purpose of providing dental professionals with everything that is needed for a standard clinical implant solution, according to the Swiss-Italian dental implant manufacturer.

the implant at 90° for easy insertion even when operational space is limited, a surgical and connecting screw, as well as a mounter that can be used as an abutment or as a screw.

All threaded implants of its Easy Grip line come in an "all-in-one" kit containing an implant, which is mounted over the original transfer system that engages the head of

According to T.F.I., its Easy Grip implants are receiving state-of-the-art surface treatment for high osseointegration that includes sandblasting, etching and plasma glow discharging. Quality controls on the implants and its individual components are performed during every step of the production process, the company said. Infection control requirements are also being met by the kit's package using a double blister.



The company, which is based in Rome, says that simplification of the surgical protocol, functionality and technical innovation are the cornerstones of its business. T.F.I. has been developing implants since 1994.

**T.F.I. SYSTEM, ITALY**  
www.tfisystem.it  
Hall 3.2 Booth D068

**CRANEX NOVUS E**

The next generation of CRANEX Novus e provides excellent image quality with extended imaging values as well as enhanced operation with the ClearTouch control panel. According to the manufacturer SOREDEX, a part of the Finish PaloDEX Group, the system was designed for fast operation at maximum efficiency as well as an easy workflow.



With a 9-second adult panoramic exposure time, the exposure of patients has been minimised and the potential for movement artifacts has

been reduced, the company said. In addition, the renowned SOREDEX 5-point patient stabilisation system guarantees accurate and stable patient positioning.

Operating worldwide, SOREDEX says to offer quality imaging systems of true diagnostic value, which are based on an in-depth understanding of daily practice.

**SOREDEX PALODEX GROUP, FINLAND**  
www.soredex.com  
Hall 11.2 Booth N050

**SUNI'S DIGITAL X-RAY SENSORS**

At its ISO-certified facility in San Jose, CA, in the US, Suni Medical imaging manufactures two lines of digital X-ray sensors, the flagship SuniRay sensor and the Dr Suni Plus sensor. This award-winning product line has propelled the company to a leadership position within the digital dental industry.

ies have also shown that SuniRay uses the lowest amount of radiation—as compared to competitive systems—to produce a true, diagnostic quality image.

of digital sensor technology for dental clinical applications, and is best known for designing and manufacturing sensors for many of the early leaders in this field. In 2002, however, the company added its own brand of high quality sensors and intraoral cameras to its product portfolio. Suni says that its corporate culture is built on three basic principles—technological innovation, continuous improvement and an exceptional customer service.

Recent improvements to the Dr SuniPlus have resulted in high ratings in the robustness category making the sensor one of the most durable products available on the market today.

Since its creation in 1995, Suni Medical Imaging has gained a leading position in the digital radiography market, pioneering the development

According to Suni, the Suni-Ray digital X-ray sensor offers high flexibility owing to an integrated USB module and a powerful software package that allows Window-based practitioners to use it with any practice management system. It has rounded corners for increased patient comfort and is available in two sizes for different anatomic requirements. Independent third-party stud-

ies have also shown that SuniRay uses the lowest amount of radiation—as compared to competitive systems—to produce a true, diagnostic quality image.

Since its creation in 1995, Suni Medical Imaging has gained a leading position in the digital radiography market, pioneering the development



**SUNI MEDICAL IMAGING, USA**  
www.suni.com  
Hall 4.2 Booth K060

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Hall 4.2, Aisle G - Booth #068

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**X-ERA SMART** bietet mit seiner Vielfalt neue Perspektiven für eine genaue und sichere Diagnose.



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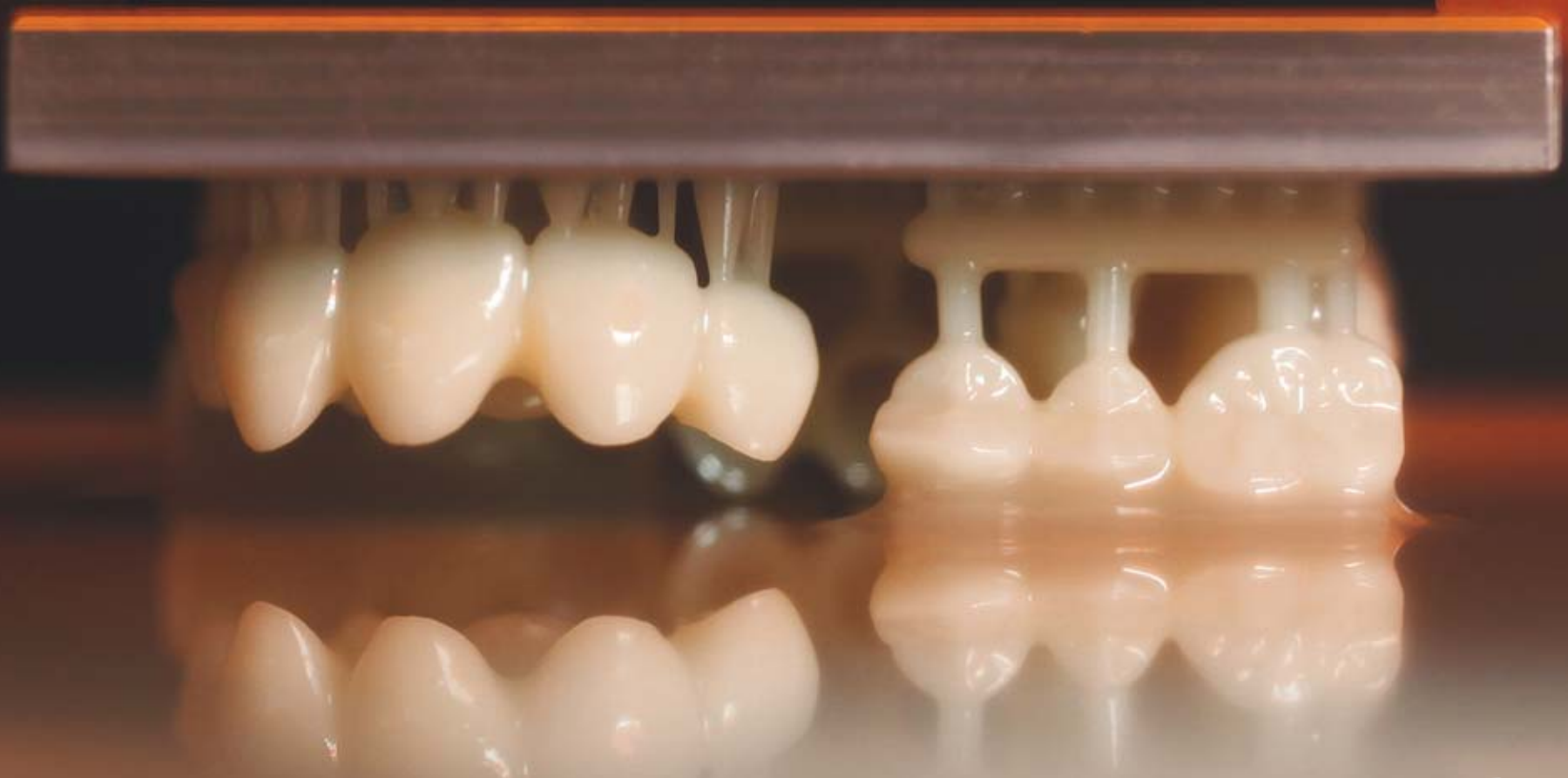
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Halle 04.1  
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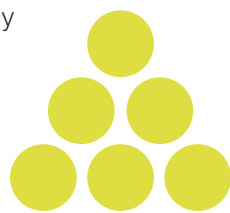
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TEMPORIS® DPRS® (Digital Provisional Restoration System®) consists of a patented additive manufacturing process and a **bio-compatible materials** proprietary portfolio, perfectly compatible with the majority of Intraoral Scanners and open CAD/CAM solutions available in the dental field. **Available in different shades**, they can be trimmed, shaped, polished and layered using light curable composites.

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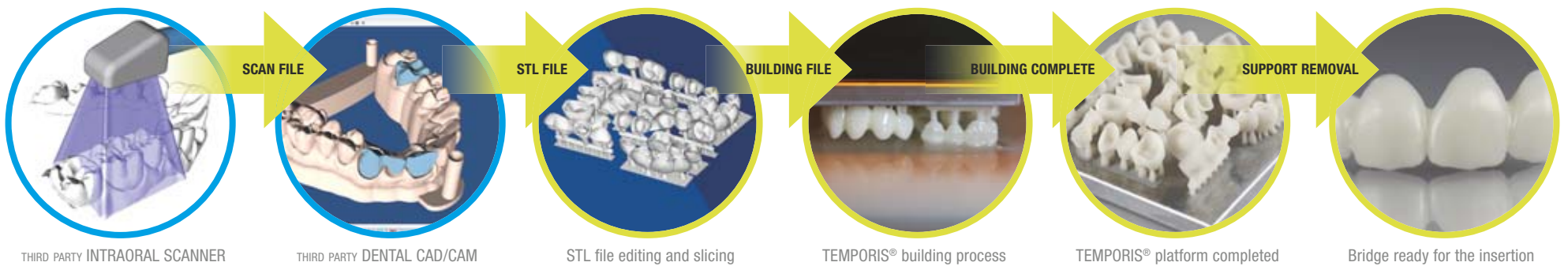


**DWS**

Additive Manufacturing



TEMPORIS® MANUFACTURING CYCLE



## REPORT ON IPS E.MAX SYSTEM STUDIES AVAILABLE FROM IVOCLAR VIVADENT

A scientific report combining more than 20 clinical *in-vivos* as well as *in-vitro* studies on Ivoclar Vivadent's all-ceramic system has been recently launched by the Liechtenstein

dental manufacturer. The report is intended to present—in a clear and structured manner—the most important studies on IPS e.max that have been conducted over the course of the past ten years.

They attest to the successful performance and reliability of the IPS e.max system, according to the company.

Among other things, the report summarises data on the clinical performance that cover longer periods of time: up to five years for zirconium oxide and up to ten years for lithium disilicate. An overall survival rate of 96.8 per cent for the entire system was calculated by combining the survival rates of IPS e.max Press (six studies), IPS e.max CAD (six studies) and IPS e.max ZirCAD (eight

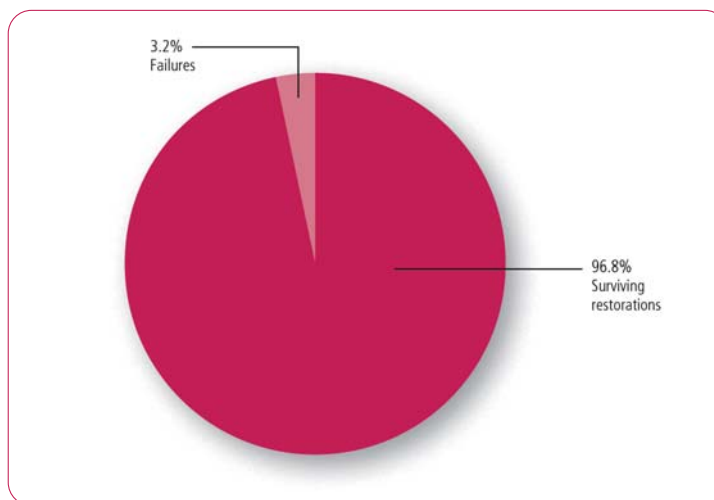


Fig. 2 Success and failure rates of restorations (crowns and bridges) fabricated with the IPS e.max system from Ivoclar (in per cent).

studies).

A total of 1,071 restorations were observed in all 20 studies.

Apart from these findings, the report also provides the results of a number of clinical trials that have focussed on the system's individual components, such as the lithium-

disilicate glass-ceramics IPS e.max Press and IPS e.max CAD, the zirconium oxide-based IPS e.max ZirCAD as well as related products such as IPS e.max ZirPress and IPS e.max Ceram.

According to the report, the survival rates of these materials ranged

between 93.7 and 98.4 per cent.

IPS e.max from Ivoclar Vivadent is a high-performance all-ceramic restorative system comprising lithium-disilicate glass-ceramic and zirconium oxide materials for the press and CAD/CAM technique.

The system is complemented by a universally applicable nano-fluorapatite glass-ceramic which is suitable for veneering all its components. Since development started more than a decade ago, the IPS e.max has also been investigated by researchers on a regular basis. Many reputable experts have contributed to what has become a valuable resource for scientific data on IPS e.max, according to Ivoclar Vivadent.

The IPS e.max Scientific Report Vol. 01/2001–2011 in English is available for downloading at the company's website.

**IVOCLAR VIVADENT AG,  
LIECHTENSTEIN  
www.ivoclarvivadent.com**



Fig. 1 The Scientific Report presents results from studies conducted on IPS e.max and its components over the course of the last 10 years.

AD



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## USERS RANK PICASSO LITE MOST POPULAR DIODE LASER IN INDUSTRY REPORT

AMD LASERS's diode laser Picasso Lite was recently voted the most popular dental laser, as surveyed by diode laser users in the most recent Clinicians Report titled "Are Diode Lasers Worth the Investment?"

In the June 2012 report, Picasso laser technology was evaluated and compared against eight other current diodes in the market. Clinicians Report (CR), an independent, non-profit, dental education and product testing foundation, concluded that "Picasso Lite has a good combination of features, ease of use, low cost, and is a valuable adjunct for soft tissue surgery and hemostasis".

Picasso Lite was awarded an Excellent-Good rating overall with top ratings in several categories, including hand piece and cord, simple controls, and has most affordable disposable tips amongst eight leading brands. According to CR, 73 per cent of clinicians surveyed would recommend a laser and 80 per cent felt it was a good investment.

Picasso laser technology continues to be the game changer it was in 2009 when it was launched. In three short years its popularity has skyrocketed, according to President and Founder of AMD.

"We gave doctors what they asked for, an affordable dental laser for soft tissue that was easy to use and had world class training

support," he said. "Picasso Lite delivered what no other laser could and continues to be the top pick against new lasers that are on the market."



AMD LASERS's diode laser Picasso Lite was launched to dental markets in the year 2010.

He added that "CR is the most highly respected global testing facility for dental products and is the 'go to' report used by the majority of clinicians looking to make educated product purchases."

Based in Tulsa, IN, in the US, AMD LASERS is an internationally recognized market leader in dental laser technology and education. Since 2011, the company belongs to the DENTSPLY International group.

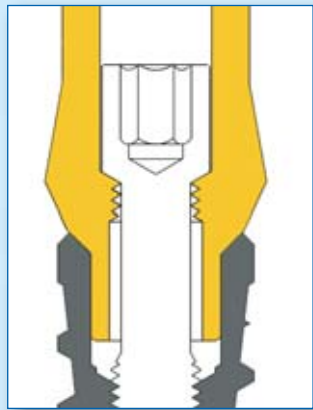
**AMD LASERS, USA**  
**www.amdlasers.com**  
**HALL 11.3 BOOTH E010**

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## JUVORA LAUNCHES NEXT GENERATION OF DENTURE MATERIAL AT IDS

JUVORA, a dental innovations company, has announced that the generation of denture material will be on display at this year's IDS.

tures, the JUVORA Dental Disc uses only the purest biomaterial sourced from the market leading provider of PEEK-OPTIMA biomaterials, Invibio®

metal free properties patients are free from allergy, thermal and electrical conductivity. Additionally due to the absence of metal the patient's taste remains unaffected.



Their JUVORA Dental Disc is the first approved high performance polymer device that allows the CAD/CAM of a removable denture framework from a non-metal.

Biomaterial Solutions (which has more than a decade of experience and proven success in over 4 million implanted devices globally).

By utilizing a high performance polymer, the JUVORA Dental Disc provides a number of distinct material benefits. First of all due to its

The material also offers an elastic modulus similar to bone and a high strength to weight ratio for increased flexibility in both denture design and manufacture. Other benefits include a high resistance to wear, abrasion and corrosion and X-ray transparency (which allows clinical diagnostics and treatment to be made through the denture without the need for screw fix denture removal or replacement).

"The JUVORA Dental Disc offers significant benefits for patients as both the design and material properties of the device enable the manufacture of precise, lightweight and comfortable non-metal removable dentures," said Marcus Jarman-Smith, JUVORA Technology Leader.

Compared to traditional metal casting methods, which are labour intensive with lengthy production



times, the JUVORA Dental Disc is specifically designed to take advantage of CAD/CAM manufacturing and design of removable dentures. By allowing removable dentures to be manufactured utilising digital processes, the JUVORA Dental Disc provides dental labs with a faster production route, reduced labour requirements, improved denture accuracy and reproducibility. Patients, therefore will receive a removable denture that is more comfortable because it has been precisely customised and accurately manufactured.

"For the first time, JUVORA has allowed high performance polymers to enter the automated route," said Joerg Schlegel, JUVORA Sales Leader.

"We understand the changing needs of the dental industry and it is through the use of the JUVORA Dental Disc that dental labs and dentists can take advantage of greater design freedom, flexibility and accuracy," he added.

**JUVORA, UNITED KINGDOM**  
www.juvoradental.com  
Hall 4.1 Booth D018

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## OPTICAL MEASURING MACHINES BY VICI VISION TO IMPROVE DENTAL IMPLANT PRODUCTION

Implants are high-precision medical devices that require constant quality controls during the manufacturing process. Developed to provide implant manufacturers and other industries with a reliable tool to precisely measure micromechanical components, the Italian company Vici Vision is offering an optical measuring machine that allows operators to use their CNC to an optimum by taking dimensional measurements like diameter, length and angle onsite, right next to the CNC lathe.

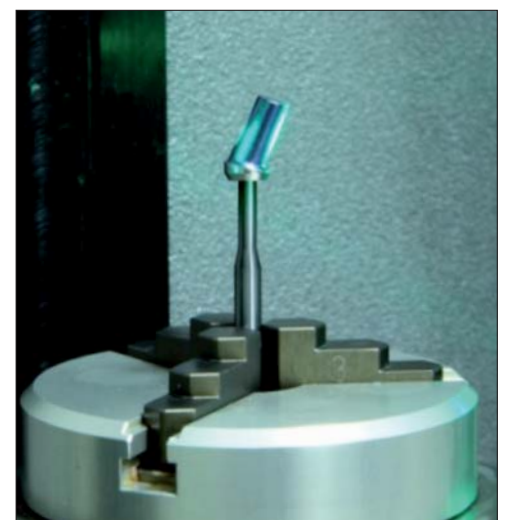


With the MTL X5, external dimensional controls can be carried in a single cycle that only lasts a few seconds, according to the Italian company. The system, which works as an enlarger, is easy to use for any operator and allows to pass from one batch to another with one mouse click. Machine parameters can be set with MTL X5 before values are out of tolerance to prevent discarded items. Furthermore, all data can be collected for statistical controls as well as for producing control certificates that are required to have for quality assurance in different markets.

the current challenging market environment. During IDS, the machine will be on display at Vici's booth in hall 2.2.

The company, based in Santarcangelo di Romagna near Rimini, Italy, has been manufacturing vision systems and industrial automation solutions since the late 1970s.

**VICI VISION, ITALY**  
www.vici.it  
Hall 2.2 Booth C011



With the MTL X5 the quality of dental implants can be significantly improved and machine downtimes reduced, which are key advantages in

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# *Raffaello*

Diode Laser 7 Watt

Dental application with double wavelenght  
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The unique diode  
laser with video procedure inside.

# *Leonardo*

Diode Laser 30 Watt  
medical application with  
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# DMT



# Art to do LASER !

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Halle 10.1 Stand F058

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### DENTALEZ EXPANDS CLINICAL OFFERING WITH CANCER DETECTION DEVICE

A sophisticated novel device for the detection of oral pathologies including oral cancer will be on display from DentaleZ at the upcoming IDS in Cologne. According to the US dental group, the Identafi is able to detect biochemical and morphological changes in the cells of the mouth, throat, tongue, and tonsils. The small cordless handheld device uses a three-wave-length optical illumination and visualization system that allows dental professionals to identify oral mucosal abnormalities not visible to the naked eye, they said.



DentaleZ acquired the Identafi technology from biomedical and bio-optics technologies provider Trimira in early 2011. Along with the device, the company is offering a number of continuing education courses, educational seminars, and online resources geared toward



educating dental professionals on the specific use of the Identafi and oral cancer in general.

"We are extremely pleased to provide dental professionals with a device that can help them detect abnormal pathologies, including



oral cancer in its early stages, and possibly save lives," remarked Randy Arner, Vice President of Marketing for DentaleZ Group. "Because the signs and symptoms of oral cancer are often missed by the naked eye, Identafi technology enables dental professionals on the front line of oral cancer detec-

tion do just that—identify changes in the mouth that may be a sign of something more serious."

"This effective and affordable device aids in the early detection of oral cancer, which has reached epidemic levels, due in part to the lack of effective, broad-based early detection programmes," remarked Gordon Hagler, President and COO. "In addition to our full line of dental equipment, handpieces, utility room equipment, and dental lab products, our newest offering enables us to proudly proclaim the evolution toward a more clinical product mix from DentaleZ."

Comprising six product brands, the group manufactures a wide range of dental equipment including hand pieces, dental chairs, vacuum systems and dental simulation models.

**DENTALEZ, USA**  
www.dentalez.com  
Hall 4.2 Booth L079

AD



# SINO-DENTAL 2013

## June 9–12, 2013

China National Convention Centre · Beijing

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### DENTAL MATERIALS LAUNCHED BY LASCOD



A reliable partner for dental laboratories and users of products making use of the latest CAD/CAM systems, the Italian company Lascod is going to bring a number of new products and dental materials to this year's International Dental Show. Among them will be Oklurest, a 90 Shore A-silicone for the purpose of orthodontic bite registration. According to the company, the material has a tixotropic, imperceptible consistency for patients with regular occlusion and remains dimensionally stable even during disinfection.

The 70 Shore laboratory A-silicone Xilgum can be used for a fast and detailed reproductions of gum morphology in order to survey cervical limits in prosthesis manufacturing with details definition of 20 µ. Also available to IDS visitors will be the Ergamix A+B laboratory A-silicone with details definition of

40 µ, which comes in the colours brown (for 70 Shore hardness) and blue (for 90 Shore hardness).

Specifically developed for master models, extractable strumps for permanent or temporary prosthesis as well as implants, the type 4 extrahard die stone Singletypo 4 Light Grey is said to improve chromatic contrast with materials used in the manufacturing of prosthesis like waxes, acrylics or aesthetic materials through its new colour soft grey

Originally a manufacturer of dental cements, Lascod manufactures and distributes a wide range of dental materials and instruments for use in different fields of dentistry.

**LASCOD, ITALY**  
www.lascod.it  
Hall 10.1 Booth D068

### IDS SEES NEW INTRAORAL CAMERA FROM ACTEON



Sopro, a division of the French Acteon Group, is presenting its latest development in the field of intraoral imaging exclusively to visitors of this year's International Dental Show. Officially available since June 2012, the new SOPROCARE camera is supposed to complete the company's market-proven range of SOPRO imaging devices that include internationally recognised products such as SOPRO 617, SOPRO 717 first and SOPROLIFE.

According to the company, the new camera uses light induced auto-fluorescence for improved assessment of a patient's oral health and for the early recognition of dental diseases like periodontitis. In PERIO mode, one of three modes, the device

is able to highlight gingival inflammation as well as old and new dental plaque. In addition, enamel-dental caries from stage 1 (ICDAS II) can be detected (CARIO mode) as well as the stability of micro lesions and their progression monitored (DAYLIGHT mode).

Acteon said that the new device is minimal-invasive compared to conventional methods of diagnosis and enhances communication through the fact that results of the clinical assessment can immediately demonstrated to and discussed with the patient.

**ACTEON GROUP, FRANCE**  
www.soprocure.com  
Hall 10.2 Booth M060

# BIOLASE & THE AACHEN DENTAL LASER CENTER (AALZ) A WORLDWIDE PARTNERSHIP FOR CLINICAL LASER EDUCATION, TRAINING AND RESEARCH



## NEXT WCLI INSTITUTE SUPER SYMPOSIUM:

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KEYNOTE SPEAKER: AALZ FOUNDER PROF. DR. NORBERT GUTKNECHT

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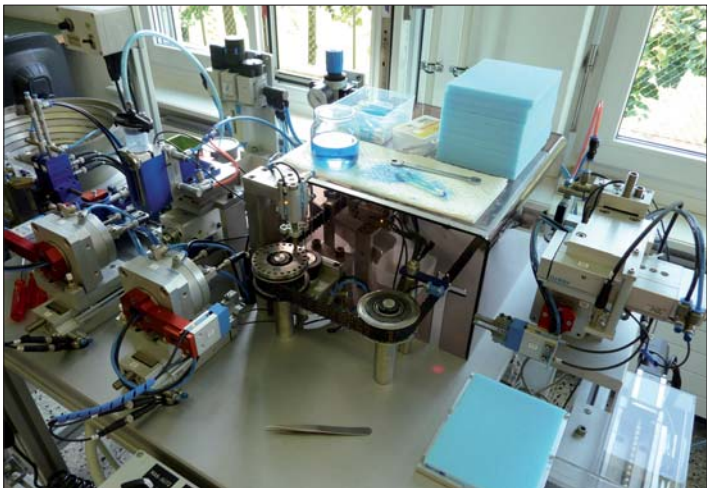
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*NMT München GmbH - sanfte Zahnheilkunde*  
[www.biolase-germany.de](http://www.biolase-germany.de)

**SWISS DENTAL DIAMONDS BY VANETTI SA**



In recent year, the Swiss dental manufacturer Vanetti has increasingly expanded its reach into international dental markets. Originally sold primarily in Switzerland and Italy, its Dia Tessin branded surgical instruments are now available to dentists and dental surgeons in almost 50 markets in Europe, North and South America, the Middle East and Asia.

Vanetti promotes its products actively through its participation at international trade fairs, such as the upcoming International Dental Show in Cologne, as well as through other marketing efforts. Based in Gordevio in the heart of the Maggia Valley, the company has been run by members of the Vanetti family since the late 1960s. In the mid 1990s, the company was transformed into a limited company by the current CEO and son of the company founder Pablo Vanetti.

According to the company, its success is based not only on the production and distribution of high-quality products but also on short delivery times and excellent customer services.

In order to achieve this, the company said to have pushed automation and rationalisation of its manufacturing processes to a maximum despite its small staff of eight in the company's headquarter, who make sure that products do not only have the quality that customers demand but also offer competitive prices.

More information about the company and its products are available on its website as well as its booth in hall 3.2 at IDS.

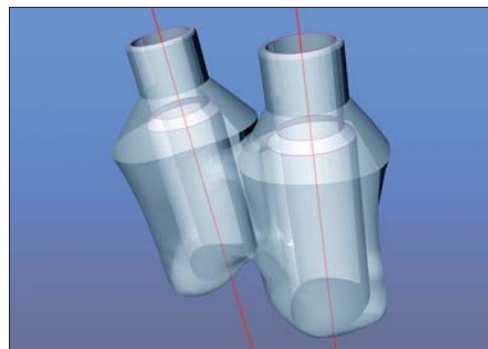
**VANETTI SA, ITALY**  
[www.vanetti.ch](http://www.vanetti.ch)  
**Hall 3.2 Booth D081**

**DENTAL CAM SOFTWARE ON DISPLAY BY CIMSYSTEM**

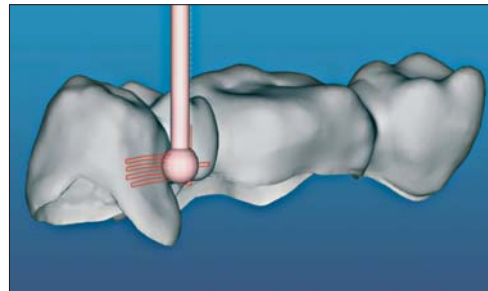
Ease of use and specific functions are the ingredients that make CIMsystem's SUM3D Dental a high productivity CAM application for the dental field. Dental labs, who are looking for the best technological solutions to improve efficiency and quality of production process, can take advantage of the huge CAM experience of CIMsystem to guarantee the production of precise items, in line with the end user's dentists' best expectations.

The first step of the process involves the acquisition of the geometries: whether it is a dental, intraoral or implant impression, the file is imported into SUM3D Dental which can acquire the geometry defined by .stl standard, as well as those coming from other formats, obtained from 3-D scanning or processed by a dental CAD. This flexibility allows to work with various clients without being tied to specific format standards. The definition of the best CAM work cycle is fully guided by SUM3D Dental, which recognizes automatically the item and, depending on the type and shape of the component to be implemented, predisposes the machining, by nesting the pieces on the blank to work accordingly to the path specifications and parameters chosen by the operator.

The accuracy of the machining is entrusted to the potential of the milling centre and to the support of software functions that, according to the type of material and the required characteristics of finish, make it possible to automatically identify the machining type



Automatic detection of holes and their angles.



Milling of undercuts with a lollipop tool on 3 and 4 axis machines.

and parameters. Thanks to the functionality of SUM3D Dental, it is possible to automate and simplify the operations even when working with high resistance materials. Whether it is titanium, cobalt-chrome, zirconia or lithium disilicate, it is possible to easily define the most suitable parameters for each CAM machining, taking into account the physical behaviour and withdrawal due to the material, thus ensuring a high degree of precision and surface quality finish of the final product.

The automations offered by the system facilitate the setting up of machining without the need of specific operator's experience, even if the flexibility of the software allows a skilled user to implement personalized choices based

on the criteria established by experience or by particular circumstances.

The operational simplicity meets the needs of an industry which is unused to a complex computer technology: with SUM3D Dental the operator can split the work and benefit from the strategies suggested from time to time by the software. It is also possible to store, in special libraries, custom procedures together with machine tools and machining parameters' customizations.

The dental world is characterized by procedures that are treated subjectively and the automation of SUM3D Dental meets the need to standardize these procedures with respect to the specificities of manufacturing, with the possibility for the operators to use their experience to intervene in a personalized way and with maximum flexibility when needed. The immediacy of the software and its ease of use allow the operator to reduce the learning curve and quickly achieve the highest levels of productivity.

CIMsystem's technical assistance provides a working relationship that not only solves current issues but also nourishes, through requests and suggestions, the continuous innovation that makes SUM3D Dental constantly updated with respect to the machines' technological evolution and the market needs.

**CIMSYSTEM, ITALY**  
[www.cimsystem.com](http://www.cimsystem.com)  
**Hall 3.2 Booth G069**

**ENLIGHTEN TO (R)EVOLUTIONISE TEETH WHITENING**



Recently conducted surveys in the US and the UK suggest that an increasing number of people are considering to have their teeth whitened by a dentist. With its evolution 3 system, the UK company Enlighten claims to offer the only teeth whitening system to guarantee VITA shade B1 irrespective of the starting shade.

Available both as Home and Office kit, the gel has the lowest concentration on the market and fully complies with the new EU legislation (6% Hydrogen Peroxide), according to the company. Enlighten also says that with its system, no lights, gingival protection or dehydration whitening is required.

The system comprises impression materials, as well as home and office whitening gels, desensitisers, tooth serum whitening toothpaste and locked seal lab for three patients.

Every kit also comes with a free tooth serum paste. For the purpose of practice branding, a number of materials for evolution marketing are available upon request.

Among other publications, the system has been featured by the Daily Mail, OK, Glamour and Heat magazine. The company, which is based in London, is now also looking for prospects to distribute the system internationally. Applicants are invited to visit their booth in hall 11.3 during IDS, Enlighten said.

Besides its line of whitening solutions, the London company also manufactures advanced oral care products including toothpaste and desensitisers.

**ENLIGHTEN SMILES, UK**  
[www.enlightensmiles.com](http://www.enlightensmiles.com)  
**Hall 11.3 Booth B080**



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### SULZER MIXPAC TO ATTEND AT IDS FOR THE FIRST TIME

An event as large as the IDS gives exhibitors the opportunity to present their latest innovations. It also brings a large number of manufacturers and users together for a few days which makes it an ideal forum not only for exchanging useful tips with others but also discussing burning issues such as counterfeiting in dental manufacturing.



One of the topics Sulzer Mixpac will be addressing at its booth in hall 3.2 is the hazards copies of original products can pose to unknowing users. On top of the financial damage that copying and product piracy can cause, it can also be potentially dangerous to both purchasers of forged dental products and patients, the Swiss manufacturer of multi-component systems for mixing, metering and dispensing said. Sulzer added that in the same way that banknotes need to be clearly marked, it is

vital to have a clear indication which products are originals.

Sulzer's Mixpac mixing tips are two-component static mixing solutions for dental applications having characteristic shapes and colours which are brands of Sulzer. They are exclusively produced in the company's automated factory in Haag, Switzerland, and can be identified by the Mixpac label stamped at the top bevelled edge of the tip. According to the company, the mixing tips are still

copied in such a convincing way that makes it impossible to clearly identify originals solely on the basis of the shape or the colour of the mixing tips. Therefore, it is important to know how to distinguish the originals from the copies, it stated.

Just recently, Sulzer filed a lawsuit in the US District Court for the Southern District of New York against dental materials manufacturer Spident USA and its Korean supplier, as well as International Safety Products DBA iDental in the US for having violated its trademark and patent rights at the 2012 Greater New York Dental Meeting.

Sulzer Mixpac is attending the International Dental Show for the first time this year. Visitors are invited to visit its booth in hall 3.2 and pick up a free Sulzer Mixpac stress ball.

**SULZER MIXPAC, SWITZERLAND**  
www.sulzer.com  
Hall 3.2, Booth G068

### INTRA-ORAL WELDING TO IMPROVE IMPLANT SURGERY OUTCOMES

Recent studies have demonstrated that it is possible to successfully rehabilitate the edentulous atrophic maxilla with a fixed, definitive restoration supported by an intra-orally welded titanium framework that is attached to axial and tilted implants on the same of implant surgery. The relatively new concept is based on fusion, also called "Syn-crystallization", a process characterised by the union of two metallic surfaces through the sharing of atoms forming a crystal lattice in the welding spot.



According to International Implant Company, the Verona company behind the concept, this rigid fixation reduces the mechanical stress exerted on each implant and prevents the risk of micromovements in relation to surrounding bone which has a significant impact on the peri-implant tissue response during immediate implant loading.

Owing to this immobility of the implant, treatment time for immediate temporisation at stage one surgery and costs can be reduced while resistance and durability of the prosthetic frame work can be improved, the company said.

The fusion is achieved through the use of the I.O.W. device which

applies mechanical pressure and an electrical current simultaneous up to the core fusion. Visual and acoustic signals are indicating when the welding process is performed and concluded.

The device offers a user-friendly LCD-TFT touchscreen display and customisable settings for the welding power. The fusion clamp is autoclavable.

**INTERNATIONAL IMPLANT COMPANY, ITALY**

**A.B. DENTAL DEVICES LTD.**  
www.intraoralwelding.com  
Hall 4.1 Booth C090

AD

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- Keys
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#### Shape and rotation measurements:

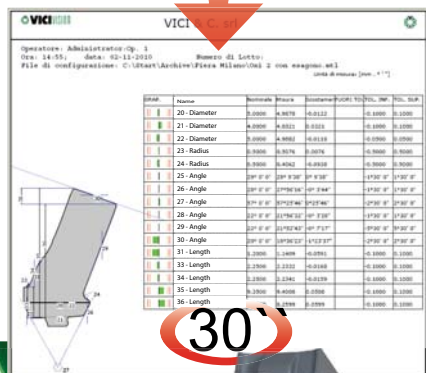
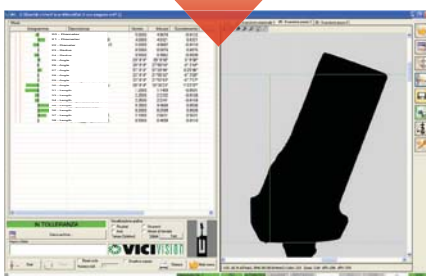
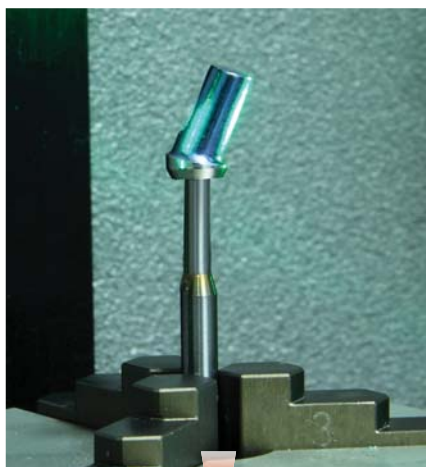
- Rotation diameters
- Angular timing between cams, holes and keys
- Circularity
- Coaxiality
- Run-out
- Cylindricity

#### Static measurements:

- Diameters
- Lengths
- Angles
- Radius
- Distances and angles between points and straight lines
- Average sphere diameter

#### Thread measurements:

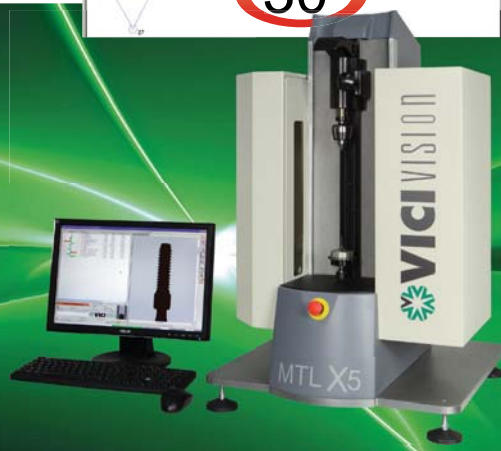
- Diameter: nominal, minor, pitch
- Crest angles
- Pitch
- Roller quota
- Thread length



**IDS**  
2013

Hall 02.2  
Booth C011

www.vici.it



### US COMPANY BEUTLICH PITCHES AT IDS



Since HurriCaine was introduced into the medical and dental markets over 40 years ago, dentists and medical professionals around the world have built better practices by easing their patients' pain, according to the manufacturer Beutlich Pharmaceuticals. The company also states that its topical anaesthetic containing 20% Benzocaine was the first of its kind, and remains the highest quality choice in the dental and medical marketplaces.

Beutlich's latest addition to its top product line is HurriCaine ONE, a non-aerosol unit dose topical anaesthetic spray that is said to virtually eliminate adverse events resulting from preventable medication errors.

The company now offers additional premium products that are

supposed to address challenges in oral and medical health care, such as the HurriSeal dentin desensitizer, HurriView and HurriView II plaque disclosing Snap-n-Go Swabs, Beutlich pH paper, HurriPAK periodontal anaesthetic starter kit, as well as CEO-TWO laxative suppositories and Peridin-C vitamin supplements.

Beutlich Pharmaceuticals has launched a high number of effective dental and medical products for pain management and preventative care since 1954. The products of the family-owned business are distributed in North American markets and around the globe. They will be also on display at this year's International Dental Show in Cologne.

**BEUTLICH, USA**  
www.beutlich.com  
Hall 4.2 Booth L076



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**IDS** Hall 11.2  
**2013** Stand R58





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