reddot award 2016
winner



A novel Er:YAG dental laser-in-handpiece technology

Author: Georg Isbaner, Editorial Manager

Fig. 1: Eric Ben Mayor, CEO of Light Instruments Ltd.



During the upcoming IDS show taking place on 21–25 March in Cologne, Germany, Light Instruments Ltd., the inventor of the revolutionary Laser-in-Handpiece™ technology, will unveil a new LiteTouch™ model. In a recent interview with the CEO of Light Instruments Ltd., Eric Ben Mayor, Georg Isbaner, Editorial Manager of laser international magazine of laser dentistry, talked about the company, the new management, vision of the company and the new LiteTouch model.

Ben Mayor, an Advocate with two and a half decades of experience at senior executive management and international business, provides ongoing consultancy and legal services to multinational companies, mainly in the field of acquisitions, mergers and international business development in the medical and dental field. He also advises large corporations on building strategic corporate visions and creating shareholder value for multinational companies. We asked Ben Mayor to tell us about Light Instruments Ltd.

Ben Mayor: Light Instruments Ltd. is the world's leading provider of next-generation dental laser technology for soft- and hard-tissue treatments. In 2007, Light Instruments introduced its revolutionary and innovative Laser-in-Handpiece™ technology as part of its flagship LiteTouch™ product, the world's versatile non-fiber Er:YAG dental laser device for soft- and hard-tissue dental treatments. The company was recently acquired by Sino-Lite Ltd., an Israeli corporation specialising in acquisitions, development and management of medical and dental companies. Since the acquisition, the company's business model has been evolving and the new model reflects and supports our customers' needs. We have made a significant investment to upgrade interactions with our clients and to give them what they need. This is part



of our commitment to provide industry-leading customer service.

Light Instruments is famed for its flagship product—LiteTouch™. What makes it valuable to the dental laser market?

LiteTouch™ is the world's smallest Erbium YAG dental laser for both soft- and hard-tissue dental treatments. The unique "Laser-in-Handpiece™" technology houses the entire laser mechanism within a small sized chamber (12 cm long and 2.5 cm in diameter). This innovative solution mimics the feel of the turbine drill, yet incorporates the laser's unique benefits: micro surgery, faster healing, minimal invasive treatments and higher acceptance of patients to dental treatments.

Please share with us the highlights of the new LiteTouch™ model.

Among the new model's features is an intuitive touchscreen for complete control with various adjustable pre-set options and comprehensive status updates. This powerful function in an addition to our LiteTouch™ applicator's manœuvrability, allowing dental practitioners easy and rapid operations. Thanks to this unique utility LiteTouch™ new users will definitely enjoy a very short learning curve. The new development includes improved and robust hardware architecture, composed of sub-assemblies for easier service, as well as an integrated built-in power meter (energy tester). The company has also optimised the LiteTouch™ software and included lower energy options as well as different language possibilities.

Has the new LiteTouch™ model gained any industry award?

Yes, the new LiTeTouch™ model was given the important Red Dot Award for product design. This new model is significantly smaller, compact in size, lightweight and with small footprint. Thanks to its design, it is easily portable and has a streamlined look. It is sold in a variety of different colours and modern lasing illumination and contributes to the welcoming atmosphere in the clinic.

How has the new LiteTouch™ model introduction to the market been so far?

Our new LiteTouch™ was first launched at the Greater New York Dental Meeting in November 2015 in the USA. AMD Lasers, our distributor in the US, is the most experienced player in the US dental laser market and is already gaining a huge market share with strong penetration percentages.

We asked Prof. Roly Kornblit—DMD DDS Ms.—Light Instruments' Scientific Advisor: Based on your experience, what in your opinion is LiteTouch™ future contribution to the dental laser market?

With LiteTouch™, dentists can improve treatment results and increase patients' satisfaction in restorative dentistry, periodontics, endodontics, pedodontics, aesthetic dentistry and implantology. LiteTouch™ abilities for ablative and sub ablative procedures, with different treatment modes, Hard/Soft/Gentle, provide a wide range of applications. Thanks to the new generation of Er:YAG laser, every dentist can enjoy laser benefits and truly perform soft- and hard-tissue procedures, with full and free expression of their dental mastery and experience. The growing number of users and key-opinion leaders worldwide, adopting this technology is vital proof of it.

What can customers expect from your IDS presentation in March?

We are pleased to launch the new LiteTouch™ model at the IDS, continuing to execute our vision of developing the latest cutting edge technologies and products. We believe that the new LiteTouch™ model is a breakthrough product. We will continue to provide superior products with the highest technology in the near future. I would like to use this opportunity to invite all dentists to participate in Light Instruments` Scientific Conference in August 2017, on board the luxurious Celebrity Infinity cruise to Alaska, an exclusive opportunity to learn more about Laser Dentistry with world renowned experts, while enjoying the spectacular scenery of Alaska. The new LiteTouch™ model will definitely be there rising above technology!

The new LiteTouch™ model will be unveiled at the IDS in Cologne, Germany, during 21–25 March 2017. R.S.V.P at Office@light-inst.com. For more information, please visit: http://light-inst.com._

contact

Light Instruments
P.O. Box 223
Yokneam
20692 Israel
Tel.: +972 738 563203
office@light-inst.com
light-inst.com