

Bringing a turnkey **restoration solution** to dentists

At the 2017 Greater New York Dental Meeting, 3DISC launched its Heron IOS intraoral scanner to the world. Three months later, in February 2018, the US-based imaging company presented an improved device to attendees of the Chicago Dental Society Midwinter Meeting (Fig. 1). In an interview, Thomas Weldingh, 3DISC Deputy Group CEO, took the time to present the key benefits of the Heron IOS for dental professionals.

Mr Weldingh, what can you tell us about the new scanner?

We seek to cater to the segment of solo and midsize practices with an easy-to-use and affordable solution. With the Heron IOS, we have aimed to solve three major challenges that we know of from the existing scanners on the market: dimensions, ergonomics and affordability. We have succeeded in bringing a scanner to the market that is extremely easy to use, featuring a small, lightweight hand- and mouthpiece with a rotatable tip for providing the best possible ergonomic grip (Fig. 2).

The Heron intraoral scanner is one of the lightest weight colour scanners in the market, weighing only 145gramme, which is considerably below the average

weight of other colour scanners. The ability to use scanners comfortably is important for dentists and, with its light weight, combined with the rotatable tip, the Heron provides one of the best ergonomic solutions in the industry.

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What are the key benefits of the 3DISC intraoral digital impression solution?

Our digital scanning product is a uniquely simple hardware and software solution. The dentist simply connects the Heron to his or her laptop or PC in the clinic, using the accompanying practical base for desktop use. The scanner comes with our QuantorClinic software, built on



Fig. 1: Thomas Weldingh presenting the Heron IOS intraoral scanner in Chicago. Photo: © Matthias Diessner, DTI

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Fig. 2: The lightweight hand- and mouthpiece with a rotatable tip provides the best possible ergonomic grip.

exocad's software platform, which is one of the most widely used CAD/CAM software platforms in the dental industry. The Heron IOS was developed and produced at our facilities in Virginia, USA.

What is planned in terms of clinical testing of the product?

The Heron IOS has been tested by dentists in the USA and Europe since spring 2018. We want to ensure that the product works as intended in the clinical environment while looking for improvements we can add to the workflow of the clinic and integration with dental laboratories.

Why did you decide to enter the intraoral scanner market?

The market is dominated by a few larger manufacturers. We believe there is room for an alternative intraoral system in the marketplace, a system that brings immediate value into the dental practice, making impression taking simple, hassle-free and cost-effective. Device and maintenance costs are among the challenges restraining the adoption of current intraoral scanners, as well as demand for an open and license-free software architecture. We believe in the need and opportunity to bring a product to market that meets these challenges.

Why does 3DISC aim to cater for solo to midsize practices, and what are the benefits such practices can expect from your products?

Solo and midsize practices are the segment that is currently hesitant to incorporate digital dentistry. Among the

reasons are complexity in the existing solutions and high prices and maintenance costs. We see a gap and a need for a product in this segment with first and foremost a noncomplex and simple price model, and a technology that is easy to adopt and get started with, without compromising on the performance and quality of the final fit. Dental practices can expect both high-quality intraoral imaging and an affordable price point \$25,990 without any annual licensing fees for the Heron intraoral scanner. For the solo or midsize practice wanting to enter into digital dentistry, we believe that 3DISC is bringing the best solution to dentists with our Heron IOS.

When and where is the launch and when will the product be available?

Product shipping will start in the third quarter of 2018 in the Americas, Europe, the Middle East, Africa, Korea, Southeast Asia, Australia and New Zealand.

Mr. Weldingh, thank you very much.

contact

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