

# today

SHOW  
REVIEW

39<sup>th</sup> International Dental Show • Cologne • 22-25 September 2021

	<p><b>Photo gallery</b> Impressions from IDS 2021: Highlights from the four exhibition days.</p> <p style="text-align: right;">» 4</p>		<p><b>Interview</b> Learn more about SHINING 3D's new intra-oral scanner and 3D printer.</p> <p style="text-align: right;">» 5</p>		<p><b>Digital solutions</b> Amann Girrbach announces extension of Ceramill CAD/CAM workflow.</p> <p style="text-align: right;">» 10</p>
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## IDS 2021 gives impetus to the dental industry

Trade show attracted 23,000 visitors from 114 countries.

■ From 22 to 25 September, the 2021 International Dental Show (IDS), held six months later than usual owing to the COVID-19 pandemic, offered the dental industry and dental professionals the opportunity to experience products live and, above all, to socialise with one another in person. This IDS was the first to be held in a hybrid format, allowing visitors who were unable to travel owing to restrictions to participate digitally.

A total of 830 companies from 59 countries participated in IDS 2021 in an exhibition space of 115,000 m<sup>2</sup>. There were 228 exhibitors and five additionally represented companies from Germany, together with 591 exhibitors and six additionally represented companies from abroad. The foreign share of company participation was 72%. Including estimates for the last day of the fair, more than 23,000 trade show visitors from 114 countries attended IDS 2021. Of these visitors, around 57% came from abroad—from Europe, especially Italy, France, the Netherlands and countries in eastern Europe, as well as from the Middle East and elsewhere overseas.

“Optimism has returned within the international dental family. We held intensive discussions with interested visitors and most of them ultimately came to make investment decisions,” said Mark Stephen Pace, chairman of the executive board of the Association of the German Dental Industry, which organises IDS.

For Pace, IDS 2021 marked a fundamental moment since the start of the pandemic in that the whole industry took up the opportunity to switch from crisis mode into working mode, “because it was the ideal place to take stock of the current situation and to identify future opportunities”.

IDS gave a comprehensive overview of the state-of-the-art in dentistry, emphasising the significant advancements in research and development, particularly the drive towards digital innovation.

### Digital solutions gain momentum

Digital technology, such as remote care digital tools, intra-oral scanners, 3D diagnostics, CAD/CAM, radiography, CT and other imaging techniques, is playing an increasingly



▶ More than 23,000 trade show visitors from 114 countries attended IDS 2021, around 57% of whom came from abroad. (Image: Koelnmesse/IDS)

**“We offered the physical meeting place here in Cologne in the exhibition halls and, in addition, the digital platform IDSconnect with added opportunities for presentations and networking, which was very well received.”**

*Oliver Frese, chief operating officer of Koelnmesse*



▶ 3D printing has become one of the major trends in dental technology. (Image: Koelnmesse/IDS)

IDSconnect, the digital platform of the fair, featured 77 exhibitors from 16 countries with 88 daily contributions and 1,310 minutes of broadcast time. Oliver Frese, chief operating officer of IDS staging company Koelnmesse, commented on the hybrid format in a press release: “We offered the physical meeting place here in Cologne in the exhibition halls and, in addition, the digital platform IDSconnect with added opportunities for presentations and networking, which was very well received.”

important role in dentistry. The SARS-CoV-2 pandemic has hastened uptake and development in this regard, as these technologies have enabled dental practitioners to monitor treatment progress remotely, for example, and in many cases to continue with treatment. During IDS, new digital interfaces that allow for a truly integrated digital workflow were presented, and these also promote a more collaborative approach between the laboratory and practice for greater efficiency.

For instance, exocad's series of new Galway software releases underscores seamless digital workflows and simplicity of use. The new ChairsideCAD 3.0 Galway is highly automated, intuitive and optimised for practice use. “When we developed

the Galway releases, the focus was on increasing productivity for our customers,” said Novica Savic, exocad's chief commercial officer, in citing new features that simplify the design process. Instant Anatomic Morphing enables the anatomy of the teeth to

automatically adjust in real time for dynamic occlusion, and artificial intelligence-based detection of facial features makes smile design with Smile Creator faster and more accurate.





• Integration of artificial intelligence has accelerated in the dental industry. (Image: Koelnmesse/IDS)

« 1

### Artificial intelligence: Possibly the next big thing

The benefits of the use of artificial intelligence (AI) are already tangible, and AI will most likely be a major future trend. From initial consultations, diagnosis and treatment planning through to surgical procedures and postoperative care, AI technologies are steadily being adopted by dental practices aiming to digitise and streamline their workflows.

The main focus of current dental AI research is the analysis of radiographs, and in the long run, this capability could lead from diagnostics to prognostics through to AI support in making therapy decisions.

American software company Pearl introduced Second Opinion, an AI software application that helps dentists detect pathologies and other conditions in dental radiographs. It is the first AI-powered device with this application to enter the European dental market and the latest addition to a range of products the company has developed that apply its patented computer vision technologies to bring

greater efficiency, accuracy and consistency to various dental industry stakeholders.

“AI is something we should look forward to rather than fear. It is not coming for our jobs; it is coming for the parts of our job that we do with least efficiency and that give us the greatest hassle,” said Dr Kyle Stanley, a specialist in implantology and chief clinical officer of Pearl. “Certainly, embracing AI alone cannot eradicate work-related stress, but the time AI will save us and the accuracy it can ensure will allow us to focus on the work only we can do—work, like preparing crowns, that requires human dexterity, intelligence and chairside manner,” he continued.

Another success story of the dental AI boom is undoubtedly DentalMonitoring. Founded in France in 2014, this orthodontics technology specialist has developed AI-powered solutions for conducting clinical analysis of images and 3D files, tracking tooth movement in a virtual setting and creating photorealistic simulations. From its humble beginnings as a start-up, DentalMonitoring has now grown to have over 400 employees across 53 countries, gathering invest-

ments from dental titans like the Straumann Group along the way.

At the company’s press conference at IDS, Philippe Salah, CEO and co-founder of DentalMonitoring, said: “Now, general dentists and orthodontists are able to monitor all their aligner and fixed appliance treatments, regardless of the brand, with the same, highly scalable, AI-driven workflow. In addition to controlling the treatment progress, they can actively set and monitor clinical goals for each patient. This means more active control, more productivity, and a new level of safety and confidence for their practice—a real game-changer for our industry.”

### The current status and future of 3D printing

Additive manufacturing has become increasingly established, in part because it involves practically no loss of material. Crowns, bridges and denture bases, for example, can be fabricated in this manner using non-precious dental alloys (e.g. through selective laser melting, selective laser sintering, direct metal laser sintering or LaserCUSING).

The strengths of resin printing are primarily visible in models or occlusal splints. Veneers and gingival masks too are fabricated on the basis of an intra-oral scan using additive manufacturing. In addition, denture bases and teeth are printed and then bonded to form a full-arch or complete denture or are even fabricated in one piece through this technique. Furthermore, mock-ups can be printed from try-in resins.

In implantology and endodontics, drilling and orientation templates can be printed. In orthodontics, high precision is achieved with positioning trays (indirect bonding trays). The positions of the brackets are initially planned virtually, and the brackets then have to be cemented precisely in the correct position in the patient’s mouth. The template printed from resin provides additional security in this regard.

In an interview with Dental Tribune International (DTI), Patrick



Heikki Kyöstilä (left), president of Planmeca

“IDS 2021—a feeling almost like normal. In my view, IDS has been going on surprisingly well—about the same as normal. September as the new date for the fair has turned out to be the best choice. Friends and customers were coming up to say hello or to decide on and buy their new equipment. There were not as many visitors as in 2017 or 2019, and even for the future, I expect IDS to be a bit smaller than in the past. But we will still initiate and maintain a lot of communication here in Cologne—which is the fuel for innovation and success.”



Torsten Fremerey, executive director, EMS Electro Medical Systems

“It is a great pleasure to finally be able to present our new Guided Biofilm Therapy (GBT) products to the audience of IDS live again. It is great fun seeing the huge interest in our GBT protocol innovations and celebrating the live dental trade fair with the trade audience. Participating in IDS 2021 is a great success for EMS. The strong feedback from our customers confirms that GBT is the best prophylaxis of all time. EMS’s decision to make a strong appearance at IDS 2021 was spot on.”

Thurm, managing director and general manager for Europe at SprintRay, said: “Cost efficiency, speed and usability are key advantages of 3D-printing. The material used is the most important factor for innovation in upcoming fields. More and more indications can be printed already, and more are coming in the near future. If one has an intra-oral scanner, there is no reason why one should not invest in a 3D printer.”

According to Thomas Kwiedor, head of business development for 3D printing at BEGO, “3D printing is the most important manufacturing method of the future. [...] We ourselves are currently working intensively on a material that enables the

3D printing of artificial teeth. One area that will certainly be exciting is that of multi-material and multi-colour printing, which among other things, will make it possible to reproduce the light-optical properties of natural teeth in the best possible way. In the future, we will also encounter material combinations that enable different properties within one material. It can also be assumed that the automation of individual work steps, such as post-processing, will be further professionalised.”

### The latest in restorative dentistry

Direct restorations have been an outstanding and innovative field for

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years. Since they represent the bread and butter of the vast majority of practices, even minor advances in procedures and materials have a clearly positive impact. IDS visitors had the opportunity to learn more about the latest developments in dental filling therapy, which is considered an extremely dynamic segment.

For example, VisCalor, the first composite to feature thermally controlled viscosity behaviour, was on display at the VOCO booth. "It is available in various VITA shades, allowing the dental professional to carry out aesthetic restorations in the anterior and posterior regions, in addition to performing bulk filling, with the material," said Dr Axel Bernecker, head of marketing at VOCO, in an interview with DTI.

GC Europe presented numerous new restorative products at IDS 2021. G2-BOND Universal, a universal two-bottle bonding solution which features excellent adhesive strength and has a wide range of indications. G-aenial A'CHORD is a technologically extraordinary universal composite that combines simplicity, aesthetics and functionality optimally in one product. EQUIA Forte HT is a glass hybrid restoration material that provides stability and aesthetics. G-CEM ONE, a new self-adhesive luting composite, impresses with its simple luting procedure, high adhesive force, problem-free removal of excess material and long-lasting aes-



**Christian Mönninghoff (left), founder and CEO of BLUE SAFETY**

"The reason for our participation lies our confidence in the basic hygiene competence in dentistry and our eager anticipation to finally be able to exchange news in the dental industry with like-minded innovation enthusiasts again. The COVID-19 period has been stressful for all of us. We are all the more pleased that IDS is happening and that the more than 800 exhibitors have put so much effort into it. It is a special trade show, and it is taking place under special circumstances. In terms of content, it is even more exciting than in earlier years."

thetic results. Initial LiSi Block, a fully crystallised lithium disilicate block with optimised physical properties, promises naturally beautiful restorations in just one appointment. Developed for the laboratory, Initial IQ ONE SQIN provides for highly aesthetic colourings and micro-layering with paintable ceramics.

**Summary and outlook**

Overall, IDS attendees learned how they can increase their practice and laboratory efficiency by using new, automated processing strategies. Software releases presented at IDS will enable this.

Many techniques, product innovations and prospects for the future



**Sven Isele, general manager of sales and marketing at NSK Europe**

"This IDS has once again demonstrated that lots of visitors to our booth have been delighted to try out our instruments and products live on-site. Of course, we're also thrilled that we have been able to use this year to show off our booth in its new NSK branding after all. Owing to the pandemic, we've largely had to forego the participation of our international colleagues. Nevertheless, our German and Austrian sales teams are giving their all to provide information to visitors in a comprehensive and expert fashion."

were to be found at IDS. For professional orientation, for research and development, and for the fine tuning of many practices and laboratories, this IDS was indispensable. It was probably even the most important edition in many years, according to Koelnmesse. IDS has adapted to the conditions, and its hybrid format of-

ferred visitors attractive added value. Particularly the technology-savvy dental industry participants employed digital tools as an enhancement to the physical event in the halls, pointing the way for many other industries too.

The next IDS will take place from 14 to 18 March 2023.

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