industry report _ 3Shape

“Innovation is in our corporate DNA”

An interview with 3Shape chief technology officer Tais Clausen

_Less than a decade_ after its founding, 3Shape has become one of the most successful providers of digital dentistry solutions. The company based in Copenhagen in Denmark aims to build a powerful workforce to provide the market’s best products, support and services. _today international_ had the opportunity to speak with Tais Clausen, chief technology officer and co-founder, about the development of the company and new solutions for laboratories and dentists being presented at the International Dental Show.

_01: The growth of the company is attested to by 3Shape’s booth, which is bigger than the one at the last IDS two years ago. Which new products is 3Shape presenting at the exhibition, and what makes these products unique?_ 

Tais Clausen: Two years ago, at IDS 2011, with the then brand-new TRIOS impression-taking solution, new laboratory scanners, feature-packed CAD software, and revolutionary digital workflows, we attracted many visitors to our booth. Since then, we have not rested on our laurels, and it has been a very busy and exciting time for our developers. This year, 3Shape is showcasing a completely new live demos of 3Shape’s recently released Dental System 2013 and giving visitors a sneak peek at the next major software release: Dental System 2014. Our new brochure on some of the planned features of the 2014 version is also available. There have been many new improvements to TRIOS too, and we can certainly promise dentists much to look forward to. TRIOS technology has been boosted with greater speed and more functionalities through software updates, and the solution now comes with various flexible hardware configurations.

3Shape will be unveiling its newest innovations and we will be sharing some stunning product secrets saved exclusively for IDS 2013.

_02: IDS is the ideal platform for reaching dentists from all over the world. Are there any additional 3Shape presentations planned for the exhibition?_ 

Yes, we have set up an extensive programme of free public lectures on digital dentistry and 3Shape solutions. Topics such as CAD workflows, new digital service options, and industry trends will be covered. Prominent speakers include both 3Shape colleagues and other recognised dental industry experts. The lectures will be held at our stand.

_03: Can you give us a brief outlook on the directions for future development in the industry and at 3Shape?_ 

We foresee continued development by the material manufacturers to capitalise even more on the advantages of digital dentistry, along with software integration of different image technologies, design and production processes, new laboratory–dentist service tools, communication, training, and enhanced information sharing. We aim to develop new CAD/CAM technologies that will help digital production of restorations become better, faster and more consistent. We will continue to focus our efforts on creating tools that will allow both laboratories and dentists to prosper.

_Thank you for this interview._