Digital technology is one of the fastest-growing market segments in dentistry; digital processes are increasingly determining everyday practice in dental offices and laboratories and seem to be changing dentistry and dental market forever.

In recent years, an increasing number of dental companies have released innovations in digital hardware, software and consumables, such as 3-D imaging, CAD/CAM and intra-oral devices.

As a response to the market needs Dental Tribune International (DTI) in collaboration with Unione Nazionale Industrie Dentarie Italiane (UNIDI), the Italian dental industry association, held the first Digital Dentistry Show (DDS) at the International Expodental in Milan. The event was the first of its kind, being solely dedicated to digital dental technologies. Over the course of three days, DTI and major industry partners offered visitors to the fair comprehensive information on the latest developments and product innovations in the field of digital technologies.

DDS provides comprehensive information on the latest digital technology and is targeted at dentists, dental technicians and representatives of the dental industry. In contrast to the conventional booth-based presentation of products, DDS is showcasing digital innovations through a combination of sponsored live product presentations, hands-on workshops, discussion sessions, an exhibition and a printed guide, offering participants a dynamic and interactive education experience.

The next Digital Dentistry Show will be held in Rimini in Italy from 21 to 23 May 2015 as part of the Amici di Brugg dental trade fair. Moreover, we are planning to stage another DDS in October 2015 in Shanghai. Plans are also underway for an international edition of the show in Berlin in June 2016.

Digital dentistry is already here, technology is what differentiates a modern dental office from a conventional one, increases patient flow, and advances diagnostic and treatment outcomes, which ultimately leads to increased revenues.

Yours sincerely,

Torsten R. Oemus
President Dental Tribune International