Our products function like the pieces of a puzzle

I consider all of our products my favourite. Everything we do makes sense and is a vital contribution to Sirona’s success. At the end of the day, what is important to us is that our customers invest not only in a product or device, but also in their future.

We are an innovator in our industry and continuously strive to improve. Our systems are upgradeable, meaning that additional features and future technologies can be added on. Furthermore, every single one of our products integrates into the digital workflow of the dentist or laboratory technician. Sirona products function like the pieces of a puzzle. All our offerings fit into this concept.

What products were launched at IDS?

A major product we launched at IDS is the ORTHOPHOS XG 3D, a machine that can be used as a 2-D and a real 3-D machine. We think that the XG 3D is going to be the breakthrough in 3-D imaging in the general practitioner’s office.

Not only specialists, but also GPs will be able to take 3-D images.

We also introduced SINIUS, a new treatment centre. SINIUS is the star of our new efficiency class. This unit saves the dentist more than 50 per cent of time and, most importantly, allows for uninterrupted workflow.

In our instrument division, we launched SIROBoost, a powerful turbine that allows for uninterrupted workflow.

In our CAD/CAM division, we gave visitors a preview of our new software CEREC 4.0, which will be launched this summer. It offers a new interface and additional features, more fun, creativity and ease of use. We have already received enthusiastic feedback on our preview model from the CEREC community and intend perfecting the software over the next few months.

Both products were very prominently exhibited at IDS 2011 and did not only receive the honours of this award, but also the approval of the market.

And finally, as patient marketing is a very important aspect of dentistry today, we launched an integrated face scanner. Thanks to the integration of a 3-D scanner into GALILEOS, X-rays and surface anatomy scans can be taken simultaneously. The result is a lifelike depiction of the anatomical structures of the face, teeth and bones. This accurate image of the patient’s face assists the dentist in planning treatment and makes it easier for the patient to understand the treatment proposed.

Two Sirona products, InEos Blue desktop scanner and CEREC and inLab Biogeneric software, were named amongst the 2010 WOW! winners for 2010’s most innovative tools in the dental laboratory industry by the Journal of Dental Technology. Did these products still create a buzz at IDS?

Certainly, we see digital dentistry, including CAD/CAM, becoming central to the dental office. We have worked hard to make this happen over the past years and are well on our way. If you were to fast-forward five years, you would most likely see CAD/CAM and digital dentistry in every office, certainly in the more developed countries. That’s what we believe in, and it would be a great reward for Sirona to be the top brand driving this development.