‘Our products function like the pieces of a puzzle’

The increasing significance of digital dental technology was already on everyone’s lips long before IDS 2011. As the focus of this year’s show, digital technology is clearly going to reshape the world of dentistry by becoming part of day-to-day work at dental practices and laboratories. Dental Tribune Online spoke to Jost Fischer, Chairman and CEO of Sirona, whose vision is to put digital dental technology in everyone’s mouth, literally.

With more than 1,000 m2, Sirona had a strong presence at IDS 2011. What was your experience of this year’s show?

Mr Jost Fischer: IDS 2011 was absolutely fantastic! The spirit of the visitors, our staff and distribution partners was unbelievably high. It absolutely showed that the economy in Germany is doing well, which for us as market leader is always a very good sign.

You introduced a large number of new products at IDS. Which of these is your personal favourite?

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 5-D and a real 2-D machine. We think that the XG 3D is going to be the breakthrough in 5-D imaging in the general practitioner’s office. Not only specialists, but also GPs will be able to take 5-D images.

We also introduced SINIUS, a new treatment centre. SINIUS is the star of our new efficiency class. This unit saves the dentist money and time, making both aspects more attractive. We are confident that the market will like it.

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What is Sirona’s vision of dentistry of the future?

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.