Dent-X Strato now offers lower-dosage applications

Dent-X is proud to announce that its high-end panoramic/cephalometric X-ray, the Strato Digital, is now available with low-dose and frontal dentition applications.

Offices now have the ability to conduct a low-dosage scan that shows the full patient dentition. Clinicians can use this view to see if a patient has his/her wisdom teeth or might require corrective practices, such as braces, while using a fraction of the radiation. This scan has a faster rotation and uses less X-ray dose for an overall drop in radiation.

The Strato Digital is also introducing its frontal dentition examination. This view allows a clinician to see the frontal dentition only. This, combined with the ability to take half-pans, means one can see the right half, left half or frontal view of any panoramic X-ray without exposing unnecessary regions.

The Strato Digital now comes standard with more than 13 applications, including digital linear tomography.

The cesium iodide CCD sensor provides the highest quality images in any examination type.

For more information visit www.ImageWorksCorporation.com/dental or call (914) 592-6100.

ImageWorks promotes Marc Thacher to VP of marketing, sales

ImageWorks, the leading provider of imaging products to the dental, medical and veterinary marketplace, recently announced the promotion of Marc Thacher to vice president of marketing and sales.

Thacher has been associated with Dent-X for eight years and most recently has served as director of marketing and sales for the company’s Dent-X and veterinary divisions.

As director of marketing and sales, Thacher has achieved significant sales growth and record sales in the Dent-X division, has provided strong leadership to the corporate rebranding of ImageWorks and launched several new products that are developed and manufactured by the company.

In his new role, Thacher will lead the company’s marketing and sales efforts in all of the Dent-X, EVA and ImageVet product segments.

R. Scott Jones, ImageWorks’ chairman, commented: “Marc has proven himself by strengthening the Dent-X marketing and sales team and achieving record sales in the division over the past six months. We look forward to his leadership skills being leveraged more strongly across the company in this key role as we continue to expand and develop the ImageWorks enterprise.”

About ImageWorks

ImageWorks is a leading state-of-the-art diagnostic imaging supplier and a market leader, whose products are distributed worldwide with clinical applications for dental, medical and veterinary professionals. For more information, see www.imageworks corporation.com.