Ultradent announces new partnership with Shofu

Ultradent Products and its orthodontic division, Opal Orthodontics, unveiled on April 22 its partnership with Shofu, one of the largest international dental materials and equipment manufacturers with more than 85 years of industry experience. Shofu will be the exclusive distributor of Opal Orthodontics in Japan.

Founded in 1922 by Kajo Shofu III, a Japanese entrepreneur and researcher, Shofu has a solid history with regional key opinion leaders and orthodontic specialists. Now a publicly traded company on the Tokyo Stock Exchange, Shofu has remained one of the top manufacturers of dental products and equipment in Japan, including orthodontists, from Japan, Germany, Australia and Canada, educating more than 200 orthodontists on case studies related to the Opal Orthodontics system.

For more information on the partnership between Shofu and Ultradent Products, contact Hiroshi Kaji of Ultradent Japan at hiroshi.kaji@ultradent.com or Masaru Miyajima of Shofu at m-miyajima@shofu.co.jp.

SureSmile introduces version 5.8

Updates include workflow automation and lingual capabilities

SureSmile 5.8, first introduced to an international audience of orthodontists at the annual SureSmile conference, is now available for commercial use. In keeping with SureSmile’s comprehensive service approach, all current customers will automatically receive the upgrade at no additional cost. OraMetrix, a leading provider of technology-based orthodontic care solutions, announced the latest advancements in its SureSmile® system, which combines 3-D diagnostic imaging with computerized treatment plan modeling and robotic archwire customization, at its annual conference, held March 4-6, in Dallas.

Among the many new capabilities of SureSmile 5.8 software are its increased workflow automation, for even more ease-of-use for clinicians, and its lingual treatment capability. “We are continuously evolving SureSmile as orthodontists gain more experience in applying digital technology to patient treatment,” said Charles Abraham, CEO of OraMetrix. “We are committed to maintaining our position at the forefront of the digital revolution in orthodontics.”

2010 SureSmile conference

Seven hundred and fifty attendees from the United States, as well as from Japan, Germany, Australia and Canada, including orthodontists, their staff members and special guests, attended and participated in the SureSmile conference at the Gaylord Texan Convention Center and Resort outside Dallas.

The event offered more than 50 educational and clinical sessions and business seminars. According to Phoenix-based orthodontist Dr. Joe Pearson, “It is the right mix of study and entertainment, and one of the best conferences I attend all year.”

Said orthodontist Barry Booth from Chicago, “The atmosphere is wonderful, full of learning and lots of sharing of ideas amongst presenters and amongst orthodontists.”

SureSmile 5.8

One of the key new features of SureSmile 5.8 is its workflow automation system, which leads the orthodontist step-by-step through its treatment-planning, decision-making and appliance-management process, making SureSmile easy to learn while helping the orthodontist become more efficient with the software.

SureSmile 5.8 extends the core guide feature with automatically enabled customized toolbars, and a new image superposition enables the orthodontist to see the treatment model in the context of the whole face.

Additionally, SureSmile 5.8 has the capability to create a 3-D digital model for lingual treatment planning and custom precision archwires. The demand for lingual orthodontic treatment, an option for patients concerned with esthetics, where the brackets and wires are placed on the tongue side of the teeth and out of view, is growing.

“With SureSmile, the most difficult and time-consuming part of the lingual treatment — bending and adjusting the wires on the lingual side of the teeth — is removed, making it a better solution for both orthodontist and patient,” said Phil Getto, chief technology officer of OraMetrix.

OraMetrix, founded in 1998, is a leading provider of innovative, technology-based solutions designed to improve the quality of orthodontic care. Headquartered in Richardson, Texas, OraMetrix has development centers in Berlin, Germany and Richardson.