

FOR IMMEDIATE RELEASE

Congress on 3-D Dentistry Again Exceeds Goals in Education

Successful in its fourth year, the International Congress on 3-D Dental Imaging delivered an expanded scope of education covering both clinical applications and financial aspects of three-dimensional technology. The event's extensive material was well-received by attendees.

Hatfield, PA/Des Plaines, IL (July 15, 2010) The 4th International Congress on 3-D Dental Imaging, sponsored by Imaging Sciences International and Gendex Dental Systems, held this year in La Jolla, California, offered attendees and the dental media an ideal setting in which to learn about 3-D technology. Experienced dental clinicians and professionals shared their considerable knowledge of 3-D's past, where it is today, and where it's going in the future. Attendees were provided with a wealth of information from speakers and vendors that can assist them in their practical application of the ever-expanding technology.

The 2-day Congress utilized lectures, panel discussions, break-out sessions, and live demonstrations to allow for full participation and interaction among those gathered at the event. Attendee, Dr. Christopher Phelps of Charlotte, NC, states, *"There was definitely a myriad of course topics here, including detailed clinical information. And for those of us who already have the technology, it was helpful to have courses that focus on non-clinical aspects, as well, such as marketing and both Medical and Dental Insurance reimbursement."*

A new speaker at this year's Congress, Dr. John Graham focused on clinical findings not apparent with 2-D radiology and staying ahead of the curve when it comes to dentistry's evolving standard of care involving CBCT. He remarks, *"The dentists that attended the Congress were looking to learn more about a technology that can help them advance patient care. I believe that they came away with a greater understanding of this and more."*

Returning speaker and moderator, Dr. Scott D. Ganz, presented on how the utilization of Cone Beam data provides clinicians with a new sense of confidence to diagnose, plan, communicate, and execute dental implant reconstruction and related procedures such as bone grafting. As Dr. Ganz states, *"It's not the scan, it's the plan!"* Commenting on the Congress' other clinical courses he adds, *"Attendees benefited greatly from world-class speakers who illustrated a variety of applications for both general and specialty practices."*

Dr. Sharnell Muir spoke on the use of CBCT in conjunction with CAD/CAM applications which, in part, covered the amazing process of in-office milling of surgical guides and restorations. Mark Hillebrandt, Director of Product Management for ISI and Gendex, offered, *"Dr. Muir's presentation gets right to the heart of how dynamic 3-D technology is—the ability to simultaneously plan restorations and implants in a single piece of software is a game changer for how patient-driven dentistry is accomplished. She very effectively illustrated the power of a brand new level of CBCT-CAD/CAM integration."*

Also in attendance, Henrik Roos, President of Imaging Sciences and Gendex, who noted that the attendees were very eager to learn about the benefits of 3-D technology. He states, *"We are proud to sponsor this comprehensive educational event that offers dentists the information they seek—how to better treat their patients and how to expand services in their practices."*

The companies also announced the upcoming 5th International Congress on 3-D Dental Imaging will be held in Dallas, TX at the Gaylord Texan on November 4-5, 2011.

The ISI and Gendex dedication to education is exemplified in their collaboration to deliver quality courses on 3-D imaging. Events include introductory webinars, interactive regional meetings, and local training sessions provided by knowledgeable dental professionals. Visit www.i-CAT3D.com for a complete course listing and registration information.

About Imaging Sciences International

Serving the dental industry since 1992, Imaging Sciences is at the global forefront in the development and manufacturing of computer-controlled dental and maxillofacial radiography products, and internationally recognized by highly regarded dentists and radiologists as one of the most innovative companies in dental imaging. The company's marquee product, the i-CAT[®], is a leader in Cone Beam 3-D dental imaging, creating anatomically accurate three-dimensional images at a significantly lower cost and less radiation than traditional CT scans. The system offers clinicians enhanced features for highly effective treatment planning and surgical predictability. As manifested in its dedication to education, the manufacturer is committed to meeting the needs of practicing clinicians and those dedicated to life-long learning.

About Gendex Dental Systems

Gendex, a global leader in reliable, innovative, and affordable radiographic and imaging equipment, offers a wide variety of solutions for both general dentists and specialists. The company's strong history in x-ray manufacturing, along with its commitment to deliver products that meet exacting standards, have earned Gendex numerous awards from the dental community. The product line includes Cone Beam 3-D and digital panoramic/cephalometric x-ray systems, intraoral x-ray units, digital intraoral sensors, intraoral cameras, and comprehensive yet easy-to-use imaging software. Gendex is honored to serve as a guide in the dentist's transition from film to digital imaging by way of skilled and supportive regional representatives and educational resources. You can depend on Gendex to meet and exceed your imaging needs, now and for years to come.

Media Contact: Jackie Raulerson at jackie.raulerson@danahermail.com