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3Shape Opens North American Office to Provide Customer Service, Repair and Training

Expansion will serve the 3D scanner and software provider's customers in the Dental Restoration, Orthodontics and Ear Impressions industries.

New Providence, NJ — 3Shape proudly announces the opening of its first U.S. office in New Providence, NJ, as well as the creation of its U.S. subsidiary — 3Shape, Inc. 3Shape is the leading provider of high quality 3D scanners and cutting edge software for the Dental Restoration, Orthodontics and Ear Impression industries worldwide. The opening of its first U.S. office is a direct response to the importance of the North American marketplace as well as an indication of 3Shape's commitment to support its rapidly growing number of customers in this region.

The 3,000-ft² New Providence office is located conveniently in New Jersey, which is the home base for many dental companies and dental labs, and will serve the company's North American customers. Initially the office will offer support for all 3Shape customers and partners from 9 AM to 5 PM Monday to Friday. 3Shape plans to quickly expand the office to offer repair and training facilities. The office will be headed by Henrik Vestermark as the General Manager overseeing the North American operations. Henrik Vestermark has more than 12 years experience in building up similar organizations in the United States that focus on excellence in sales, marketing, support and service.

"This is a great opportunity that will provide many challenges as I personally oversee the establishment of a new support and service organization here in the United States. I am excited to be part of 3Shape Inc. and look forward to setting new and higher expectations for customer support, training and service for our partners and customers," states Henrik Vestermark, General Manager, 3Shape Inc.

The new office is part of an ongoing plan to expand 3Shape's regional sales and service support offerings worldwide. 3Shape also has offices in Denmark and China.

"As the leading provider of dental restoration 3D scanners and software, we are committed to developing, marketing and supporting our superior solutions. We know that our customers have high expectations. We want not only to meet their expectations, but also raise the bar and set a new industry standard for what superior support means. This is in line with our company goal of delivering unsurpassed quality in our solutions," states Thomas Welding, 3Shape's worldwide vice-president for sales and marketing.

About 3Shape Inc.

3000-ft² office for Sales, Marketing, Support, Training and Service
571 Central Ave, New Providence, NJ 07974
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Web site: www.3shape.com

About 3Shape A/S

3Shape A/S is a Danish company specializing in the development and marketing of 3D scanners and CAD/CAM software solutions. These are used for the creation, processing, analysis and management of high-quality 3D data. Applying 3Shape's solutions brings significant benefits in terms of quality, productivity and creativity to complex manufacturing processes, where the handling of physical objects is critical.

3Shape operates in the dental, hearing aid, quality control and footwear industries. Thousands of dental restorations and hearing aids are produced every day by customers using 3Shape's 3D scanners, CAD modeling software and production management systems in more than 50 countries.

3Shape is a privately-held Danish company headquartered in Copenhagen, with development teams in Denmark and Ukraine and a Sales and Support Office in New Jersey, US and Shanghai, China.

For further information on 3Shape A/S and the CAMbridge™ system please refer to www.3Shape.com.

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