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## **3Shape Expands International Operations into Asia with Opening of Shanghai Office**

*3Shape A/S, a global leader in CAD/CAM technology, launches the company's enhanced presence into Asia's growing CAD/CAM market with the opening of its new Sales & Support Office in Shanghai, China. Expansion will serve the 3D scanner and software provider's customers in the Dental Restoration, Orthodontics, Quality Control and Hearing Device industries.*

**Shanghai, China – July 27th, 2009** – 3Shape has officially announced its expansion into Asia with the opening of new offices in Shanghai and the appointment of Mr. Ye Jin as the General Manager. The strategic location, combined with Mr. Jin's extensive local experience, will enable 3Shape to develop within the fast-growing Asian market for digital dentistry, hearing and quality control while maintaining its commitment to strong support and close relations with users of 3Shape 3D scanners and advanced software.

### **Market growth in Asia**

The Asian market for digital dentistry and hearing is beginning to benefit from recent hospital privatization projects, expansion of private clinics, aging populations and a growing urban middle class. Dentists and laboratories find themselves in the midst of an increasing demand for higher quality restorations and are investing rapidly in CAD/CAM solutions that boost their accuracy and efficiency. But we also face a major market within the QC industry, where Asia covers a great part of the world's production and manufacturing.

Flemming Thorup, President & CEO of 3Shape explains, "The number of customers in Asia using our 3Shape DentalSystem™ is increasing every day. Dental Labs in Asia have recognized the value of using 3Shape's 3D Scanners and Software solutions – **especially because we together with our Partners provide such strong service support locally.** Asia has great importance in relation to our Quality Control applications as well" concludes Flemming Thorup.

### **3Shape provides service to the Asian market**

Mr. Ye Jin, the new General Manager of 3Shape's Shanghai office, says, "In order to provide service that is tuned to the Asian market, we need to have our own local organization. Our goal," Ye Jin explains, "is to maintain close interaction with local dental lab personnel, to understand their specific needs and provide **solutions that match the way they work.**"

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#### **About 3Shape A/S**

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3Shape A/S is a Danish company specializing in the development and marketing of 3D scanners and CAD/CAM software solutions designed for the creation, processing, analysis and management of high-quality 3D data for application in complex manufacturing processes. With over 65 dedicated developers, 3Shape offers uniquely innovative, versatile and customer-focused solutions for the dental, hearing aid, quality control and footwear industries. In over 50 countries, thousands of dental restorations and hearing aids are produced every day by professionals using 3Shape's advanced solutions.

3Shape is a privately-held company headquartered in Copenhagen, with development teams in Denmark and Ukraine and Sales and Support Offices in New Jersey, USA and Shanghai, China as well as own production site in Poland. For further information regarding 3shape A/S, please refer to [www.3Shape.com](http://www.3Shape.com).