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## **3Shape Introduces Breakthrough Quality Control System for Hearing Instruments Manufacturers**

***Copenhagen, Denmark – September 11<sup>th</sup>, 2009 – 3Shape A/S, a global leader in CAD/CAM technology, today announced release of its innovative 3D quality control and reverse engineering system targeted to the needs of hearing instruments manufacturers.***

The new 3Shape Quality Control and Reverse Engineering solution allows hearing instrument manufacturers to introduce or upgrade quality control validation procedures, thereby achieving significant improvement in savings and production workflow efficiency. This innovative new solution is available either as a stand-alone platform or integrated with 3Shape's industry leading 3D CAD/CAM products for hearing aid instrument design and production.

Iain Mcleod, Sales & Product Manager at 3Shape, explains, "Hearing instrument manufacturers are caught between the need to reduce operating costs and still continue production of innovative hearing instruments. Along with other potential constraints such as tight turnaround schedules, miniaturized designs, and manufacturing and management across sites and time zones, it becomes even more important to ensure that quality is not compromised."

### **Q-series scanner and Convince™ software**

3Shape's advanced technology scanner series utilizes high resolution cameras, precision optics and engineering features controlled by 3Shape's proven software framework together with the specially-designed Convince™ software application that targets quality control. The result is a complete system, ideal for the hearing industry and ensuring that both design and production of earmolds/and shells meet every high standard expected by the customer.

### **Instant and accurate reverse engineering**

In addition to quality validation, the system can be used to do reverse-engineering so they can be retained as detailed 3D CAD models for use by the 3Shape Hearing Instruments System, or by other CAD applications, thereby reducing production costs and increasing innovation without compromising excellence in precision.

*Mark Neilson, VP Operations at In'Tech Industries says, "QC scanning allows us the ability to qualify difficult to measure Free Form parts using conventional measuring equipment. Additionally, the capability to perform quick and accessible reverse engineering of parts allows us to implement new customer requirements faster and with greater accuracy than ever before. We have been very impressed with the functionality and ease of use of 3Shape's*

*Convince™ software.” In’Tech Industries Incorporated is a leading supplier of miniature plastic Hearing Aid Component Parts for Hearing Aid Manufacturers.*

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#### **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 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, production facilities in Poland, and Sales and Support Offices in New Jersey, USA and Shanghai, China. For further information regarding 3shape A/S, please refer to [www.3Shape.com](http://www.3Shape.com).