PRESS RELEASE

For Immediate Release

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3Shape orthodontic indirect bonding solution integrates with RMO Bracket Systems

Copenhagen, April 17, 2017 – 3Shape Indirect Bonding application, an application within 3Shape Orthodontics, announces digital integration with RMO Bracket Systems.

The integration enables orthodontists and labs using the FDA-cleared 3Shape indirect bonding solution to first, virtually plan patient treatment using the RMO Bracket Systems libraries and then, place the physical RMO brackets using digitally-designed and 3D printed transfer trays.

The virtual RMO Bracket Systems libraries can be accessed directly from within 3Shape orthodontic software as of April 18, 2017.

Treatment planning and bracket placement of the virtual libraries are made using a digital study model of the patient. The models are created with a TRIOS intraoral scan or conventional impression scanned with a 3Shape dental lab scanner. After treatment planning, the physical bracket systems are bonded in the patient using transfer trays also designed with the 3Shape indirect bonding software and printed with a 3D printer.

The RMO Bracket Systems join more than 200 original bracket libraries and orthodontic solution providers now integrated with the 3Shape orthodontic software.

“We are very excited to add RMO Bracket Systems to the growing list of bracket libraries and orthodontic solution providers now integrated with our 3Shape orthodontic solutions. Professionals using RMO Systems can now take advantage of our optimized indirect bonding workflow to reduce chair time and increase treatment efficiency and patient comfort,” says Allan Junge Hyldal, Vice President 3Shape Orthodontics.

“Through the years RMO has pioneered the industry with a strong value on innovation and collaboration,” says Tony Zakhem, CEO, Rocky Mountain Orthodontics. “We look forward to partnering with 3Shape to give orthodontists a U.S. manufactured bracket option that is synergistic at its core.”

About 3Shape Indirect Bonding

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The 3Shape indirect bonding functionality enables users to optimize fixed appliance installation and ensure precise bracket positioning with the help of real-time collision detection tools.

Studies show that indirect bonding improves the patient experience by reducing treatment time (1) and chair time as well as lessening physical and mental stress, since the clinical procedure is simpler than direct bonding (2) and more comfortable for the patient. (3)

RMO Bracket Systems will be available in the 3Shape software on Apr 18, 2017. For further information see:
http://www.3shape.com/en/customer+programs/ortho+partner+integrations/bracket+library+integrations

About Rocky Mountain Orthodontics

From our beginning in 1933, Rocky Mountain Orthodontics (RMO) has been on the forefront of orthodontic innovation and continuous improvement in the industry. RMO has been making quality, U.S. manufactured products for 84 years. With a versatile product line that includes everything from early treatment to fixed appliances, as well as computer-aided orthodontic diagnosis and treatment planning, RMO is your one-stop-shop for synergistic solutions for progressive orthodontics. RMO serves customers around the world and is headquartered in Denver, Colorado. www.rmortho.com.

About 3Shape

3Shape creates 3D scanning and CAD/CAM software solutions. Award-winning technology that enables dental and hearing professionals to treat more people, more effectively and with improved care. A privately-owned company, 3Shape has over 800 employees with a product-development force of more than 275 professionals. Offices and service centers located in the Americas, Asia and Europe serve customers in more than 100 countries. Company headquarters are in Copenhagen, Denmark. www.3shape.com.

1. Effectiveness and efficiency of a CAD/CAM orthodontic bracket system: Matthew W. Brown, Lorne Koroluk, Ching-Chang Ko, Kai Zhang, Mengqi Chen, Tung Nguyen
2. Indirect bonding: a technique for precision and efficiency: Guenthner TA, Larson BE
3. Efficient and effective indirect bonding: Sondhi A, Am J Orthod

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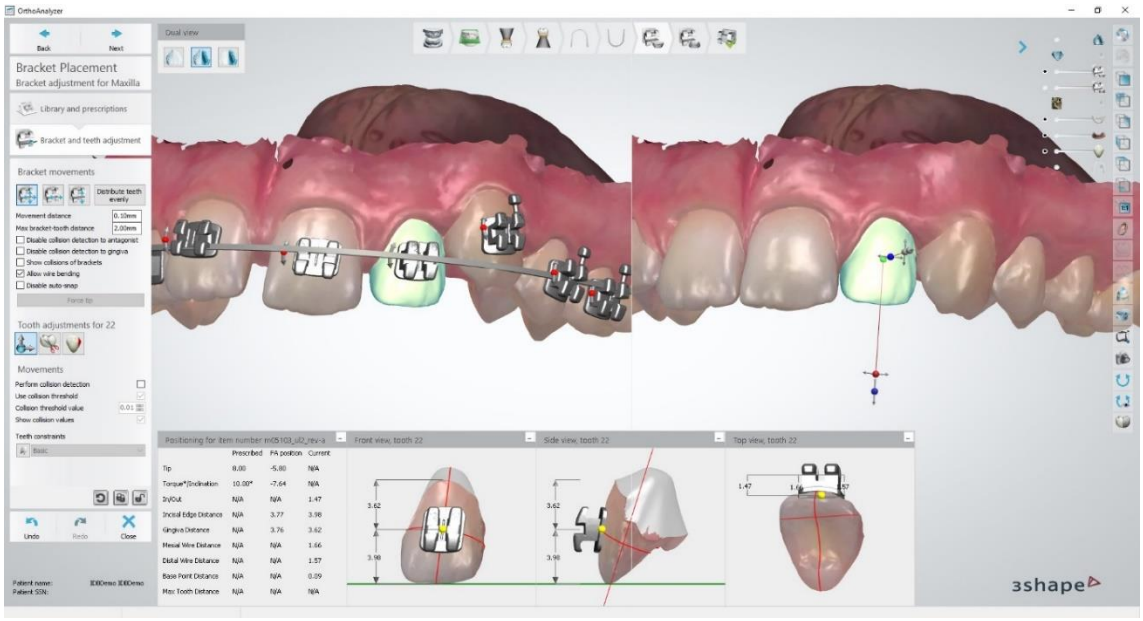

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