

Contact: Bruce Frederic Mendel, 3Shape Communications
E-mail: bruce.mendel@3shape.com
Web: www.3shape.com
Date: March 30, 2016, HQ Copenhagen, Denmark

3Shape D2000 Dental Lab Scanner wins Red Dot Product Design Award

Copenhagen, March 30, 2016 – 3Shape, a global leader in 3D scanners and CAD/CAM software solutions, has been awarded with the Red Dot, the international distinction for high design quality. The product design award was given to the 3Shape D2000 dental lab scanner.

The D2000 dental lab scanner was selected by the Red Dot's 41 member jury of designers, design professors and specialist journalists.

Across industries and around the world, Red Dot is seen as the award for high design quality. Only products which set themselves apart considerably through their excellent design receive the sought-after quality seal from the international Red Dot jury. This year, the international experts assessed 5,214 entries from 57 countries, with the D2000 winning praise.

“Winning the Red Dot Award is tribute to the hard work our team put into creating a very cool looking and disruptive device for a traditionally, conservative industry,” says 3Shape, Chief Designer, Eskild Hansen. He adds, “The D2000 is the culmination of our D-series family of lab scanners that have rethought the way a lab scanner should look and perform. The lab scanner as well as all 3shape product bring the Scandinavian tradition for design, form and function to medical devices and most importantly, provide superior performance and innovative technology to dental professionals.”

The independent expert Red Dot panel assesses each entry strictly and fairly, live and on site, according to criteria such as degree of innovation, formal quality, functionality and ecological compatibility. Professor Dr. Peter Zec, founder and president of the Red Dot Award: “With their performances, the Red Dot winners not only demonstrated an extraordinary design quality, but they also showed that design is an integral part of innovative product solutions.”

4 July 2016 marks the culmination of the Red Dot Award: Product Design 2016. During the glamorous awards ceremony, the Red Dot: Best of the Best laureates will accept their trophies in front of around 1,200 guests. At the subsequent after-show party “Designers’ Night”, the winners will receive their certificates and celebrate until the early hours in the Red Dot Design Museum Essen in the midst of prize-winning products. All award-winning products will be presented in the special exhibition “Design on Stage” for four weeks, before becoming part of the permanent exhibition.

D2000 Dental Lab Scanner – Red Dot product design winner

The 3Shape D2000 dental lab scanner fuses striking industrial design, disruptive technologies and simplicity in its ease of use. Industry-firsts like the power to scan upper and lower dental models -

two models at once - and All-in-one and multi-line technology are together, cutting workflow times by upwards of 40% for dental technicians. In an industry where production volume and speed matter, the D2000 drives success. Inspired by Scandinavian design, the D2000 brings a touch of elegance to dental laboratories. Its tinted-glass door opens with the tap of the finger and gently glides upwards for easy access and improved ergonomics. The D2000 merges simple sophistication, cool design and technology-breakthroughs to make dental technicians' days easier and more productive.

Video interview with D2000-designer Eskild Hansen - <https://www.youtube.com/watch?v=zQ5fZEAhRA>
D2000 lab scanner product video - <https://www.youtube.com/watch?v=LwUFSVyEhYE>

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 nearly 700 employees with a product-development force of more than 230 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.



**reddot award 2016
winner**