

Contact: Bruce Frederic Mendel, 3Shape Communications  
E-mail: [bruce.mendel@3shape.com](mailto:bruce.mendel@3shape.com)  
Web: [www.3shape.com](http://www.3shape.com)  
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## Experience the dental innovation of tomorrow, today, at 3Shape Total Tech Week

**Copenhagen, September 29, 2020** – 3Shape invites lab and practice professionals from around the world to 3Shape Total Tech Week - a five-day online event showcasing the latest and greatest solutions and workflows from 3Shape and our industry partners.

The event runs online from October 19th through the 23rd and is free to attend.

Each of the five days at Total Tech Week is dedicated to a specific specialism in dentistry. Whether you work in a lab, as a GP, implantologist or orthodontist, there will be tips, protocols, and cases showcasing digital workflows geared especially to your needs. Each one-hour session is filled with actionable insight and tailored to both beginner and experienced digital professionals.

“We are very excited about Total Tech Week. We believe the event provides a unique and focused opportunity for professionals to get onboard with digital dentistry or up their current skills. We’ve recruited top talent, so every session is being led by an expert, who with digital dentistry, has taken treatment quality, patient experience, and their business success to the highest level,” says Jakob Just-Bomholt, CEO, 3Shape.

### **Daily hourly sessions include:**

#### **Two way “Tech Talks”**

Every day features a “Tech Talk” - a lively panel discussion on the technologies shaping the future of dentistry. During the interactive sessions, participants can ask questions to a panel made up of global talent at the forefront of the digital dentistry revolution.

#### **Innovation Spotlights**

Every day includes an “Innovation Spotlight” that deep dives into the latest and greatest 3Shape solutions in action and showcases how professionals can improve their treatment care and quality using digital technology.

#### **Partner Showcases**

3Shape industry partners will deliver daily in depth looks at their own technologies, 3Shape integrations, and digital workflows that ensure dental professionals predictable results with everything from clear aligners, chairside restorations, implants, dentures, sleep dentistry, and more!

#### **Inspirational session**

# PRESS RELEASE



*For Immediate Release*

On October 21, as part of Total Tech week, Dr. Jonathan L. Ferencz will lead a special inspirational session on teledentistry. Joining Dr. Ferencz in the discussion will be Dr. Maria Kunstadter, one of the founders of TheTeledentists.com.

Discover more and sign up at: <https://www.3shape.com/en/totaltechweek>

## About 3Shape

3Shape is changing dentistry together with dental professionals across the world by developing innovations that provide superior dental care for patients. Our portfolio of 3D scanners and CAD/CAM software solutions includes the multiple award-winning 3Shape TRIOS intraoral scanner, the upcoming 3Shape X1 CBCT scanner, as well as market-leading scanning and design software solutions for both dental practices and labs.

Two graduate students founded 3Shape in Denmark's capital in the year 2000. Today, 3Shape has over 1,600 employees serving customers in over 100 countries from an ever-growing number of 3Shape offices around the world. 3Shape's products and innovations continue to challenge traditional methods, enabling dental professionals to treat more patients more effectively. [www.3shape.com](http://www.3shape.com)

The banner features a dark blue background with a blurred image of a dental office. In the top left, the 3shape logo is displayed. To its right, the dates "Oct 19-23" and time "18:00 CET" are shown. A red rectangular box with white text reads "Total Tech Week". The main headline in white text says "Experience the dental innovation of tomorrow, today!". Below this, a smaller white text block reads "A FREE 5-day online showcase of dental technology that can take your business to the next level!". In the bottom right corner, there is a red button with white text that says "REGISTER NOW".