

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)  
Date: June 20, 2016, HQ Copenhagen, Denmark

## 3Shape and Ormco announce TRIOS® integration with Insignia™ Advanced Smile Design™

**Copenhagen, June 20, 2016** – TRIOS®, 3Shape’s digital color impression solution, is now integrated with Insignia™ Advanced Smile Design™, a sophisticated computer-designed treatment planning and custom-fabricated appliance software system by Ormco, a manufacturer and provider of advanced orthodontic technology and services. The integration will take effect from today June 20, 2016.

The time-saving workflow integration enables orthodontists to send TRIOS intraoral scans with just a click to Ormco for the planning and delivery of its Insignia bracket treatment system.

For orthodontists using TRIOS, the integration eliminates the steps of having to either take an analog PVS impression or manually upload a large and bulky intraoral scan file to a server.

Now they can just choose Insignia from their 3Shape Communicate™ account to submit the case and send the TRIOS digital color impression file to Ormco, who then uses the intraoral scan to create its customized digital orthodontic treatments. With a keen focus on the orthodontist and their clinical needs, Insignia has been recently updated to include enhanced custom TIB tubes with reduced profiles and increased bond strength. To offer orthodontists better, more accurate tracking and planning information, Insignia also offers dynamic case tracking.

“3Shape constantly seeks new ways to increase TRIOS value for our customers,” says Allan Junge Hyldal, Vice President 3Shape Orthodontics. “The collaboration with Ormco makes it possible for doctors to take advantage of the unique strengths of our respective products as well as offer their patients more choices for orthodontic treatments.”

“At Ormco, we’re always looking for ways to strengthen our industry relationships and partner with established, respected players in the field of orthodontics,” said Spence Miller, general manager, digital business unit at Ormco. “By integrating with 3Shape, we’re pleased to be able to offer clinicians working with TRIOS impression files the opportunity to take advantage of the clinical excellence, precision, and efficiency that Insignia can provide.”

### **About Ormco**

For over 50 years, Ormco has partnered with the orthodontic community to manufacture innovative products and solutions that enhance the lives of our customers and their patients. Distinguished products range from legacy twin brackets Titanium Orthos™ and Mini Diamond to self-ligating appliances with the Damon™ System. Ormco’s Insignia™ Advanced Smile Design™ provides an all-inclusive solution with customized brackets, wires, and placement trays for increased clinical efficiency. From personalized service to worldwide continuing education programs and marketing support, Ormco is committed to helping orthodontists achieve their clinical and practice management objectives. For more information, visit the [Ormco](http://www.ormco.com/) website <http://www.ormco.com/>.

---

# PRESS RELEASE



---

*For Immediate Release*

## **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 700 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](http://www.3shape.com).

**3Shape Headquarters**  
**Europe, Middle East & Africa**  
Holmens Kanal 7  
1060 Copenhagen, Denmark  
Tel: +45 7027 2620

**3Shape Asia**  
Room 906, Tower A of Eton Place  
No. 69, Dongfang Road  
200120 Shanghai, China  
Tel: +86 21 5835 2281

**3Shape Latin America**  
Carrera 13 # 82-91  
Oficina 401  
110221 Bogotá, Colombia  
Tel: +57 1691 9508

**3Shape North America**  
Somerset Hills Corporate Center  
10 Independence Boulevard, Suite 150  
Warren, New Jersey 07059, USA  
Tel: +1 (908) 867 0144

**More information at**  
[www.3shape.com](http://www.3shape.com)  
[info@3shape.com](mailto:info@3shape.com)