

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: February 15, 2017, HQ Copenhagen, Denmark

## New Products on the Way from 3Shape

**Copenhagen, February 15, 2017** – 3Shape will present brand new digital dentistry solutions at the Midwinter Meeting in Chicago, February 23 - 25, 2017. 3Shape will also deliver an industry-focused lecture program and product training at the show.

### **OPENING DAY PRESS CONFERENCE**

3Shape will hold a **press conference** at 10.00 AM, Thursday, February 23 at its Midwinter Meeting 3Shape Booth #5029.

**New products and solutions to be introduced at the press conference.**

**Professionals can demo:**

#### **3Shape TRIOS 3 – intraoral scanner**

For the fourth year in a row, TRIOS received the Cellerant "Best of Class" Technology Award for intraoral scanners. The digital color impression solution, known for its documented accuracy, realistic color scans and ease-of-use, has been updated with new features and functionality. TRIOS 3 will be presented at the press conference and visitors can demo the intraoral scanner at the 3Shape booth all week.

#### **Fasten your seatbelts!**

3Shape is once again holding its speed scanning races at the booth. Come by the 3Shape Midwinter booth all week to put the pedal to the enamel and discover if you are Chi-town's fastest intraoral scanner. Prizes for the winners!

#### **Upcoming Dental System™ 2017 revealed**

Midwinter and Lab Day visitors will get a sneak peek at the upcoming Dental System 2017 to be released later in the year.

#### **D2000 dental lab scanner for ultimate productivity**

The Red Dot Design Award Winning D2000 lab scanner will be on display. The D2000 scans the two upper and lower dental models, all inserted dies and occlusion information in a single operation to increase lab productivity by up to 40%. 3Shape has boosted its integrated scanning workflows to increase efficiency in the lab.

New scanning technologies will be unveiled first at the event.

#### **3Shape fully integrated solutions**

**3Shape Implant Studio** features digital prosthetic-driven implant planning to improve predictability, treatment outcome and create a better patient experience. Professionals can take advantage of guided surgery and design and print their own surgical guides in-house - at a fraction of the cost and time. Implant Studio is integrated with 50+ original implant libraries and the largest library of implant restorations.

**3Shape orthodontics** is a complete digital solution for orthodontic clinics and laboratories. Perform treatment planning, appliance designing and treatment monitoring with efficient diagnostics and clinical insight provided by digital technology. Create digital study models and replace analog models as well as seamlessly connect to over 150 original bracket libraries and orthodontic solution providers – all digitally.

### **3Shape Lecture Schedule at Midwinter – 3Shape booth #5029**

McCormick Place West Building, 2301 S. Indiana Ave., Chicago, IL 60616

<b>Thursday</b>	<b>Presenter</b>	<b>Lecture</b>
10.00-11.00	3Shape	Press Conference
11.00-12.00	Dr. Alan Jurim	Aesthetic Enhancement with 3Shape Digital Workflows
14.00-15.00	Dr. Ron Kaminer Michael	ScanELICIOUS! High Tech Digital Dentistry for the G.P.
15.00-16.00	Maccaquano Dr. Jonathan L.	TRIOS®: The 5 Reasons to Take Impression Digitally
16.00-17.00	Ferencz	CAD/CAM to Restore Implants – Tips for Success
<b>Friday</b>		
10.00-11.00	Dr. Michael Radu Dr. Jonathan L.	Why Is Dentistry Now Ready for a Full Digital Workflow?
11.00-12.00	Ferencz Michael	Esthetic Dentistry Using TRIOS®
13.00-14.00	Maccaquano	TRIOS®: The 5 Reasons to Take Impression Digitally
14.00-15.00	Dr. Parag Kachalia	Digital Impressioning...Much more than simply replacing impression material
15.00-16.00	Steven Pryce	TRIOS®: Sending a Digital Case to Your Lab
16.00-17.00	Dr. Michael Radu	Why Is Dentistry Now Ready for a Full Digital Workflow?
<b>Saturday</b>		
10.00-11.00	Michael Maccaquano	TRIOS®: The 5 Reasons to Take Impression Digitally
11.00-12.00	Dr. Parag Kachalia Dr. Jonathan L.	Digital Impressioning...Much more than simply replacing impression material
13.00-14.00	Ferencz Alex Alvarado,	Optimizing tooth preparation and retraction for CAD/CAM
14.00-15.00	CDT	TRIOS Approved for Invisalign Case Submission
15.00-16.00	Jo Ann Constante	TRIOS®: Sending a digital case to your lab

### **3Shape Lecture Schedule at Lab Day 2017**

The Hyatt Regency Chicago, 151 E Wacker DR, Chicago, IL 60601 - Columbus Ballroom IJ, Gold level

<b>Friday</b>	<b>Presenter</b>	<b>Lecture</b>
12.00-13.00		Live demo stations
13.00-14.00	Rune Fisker	The Latest and Greatest Innovations from 3Shape
14.00-15.00	Matt Roberts	Digital Aesthetics with Matt Roberts
15.00-16.00	Tim Traekjaer	Getting started with Orthodontics in your lab

## Saturday

09.00-10.00	Rune Fisker	The Latest and Greatest Innovations from 3Shape
10.00-11.00	Menno Pot	3D-Printing, the Digital Future?
11.00-12.00	Lee Culp	Culp Hybrid Restorations
12.00-13.00	Dr. Franklin Shull Matt Roberts	Integrated Digital Impressions and CAD design for Better Treatment
13.00-14.00		Live demo stations
14.00-15.00	Rune Fisker Justin Marks	Sharing experiences with creating RPDs digitally plus the latest advances
15.00-16.00	Mitch D. Jula	Digital e.MAX Pressing Design & Digital e.MAX Wax Tree Press

Dental professionals should pre-register to ensure **CR-credits** at <http://www.3shape.com/en/knowledge-center/exhibitions-and-events/chicago>

## 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 for the dental industry includes the multiple award-winning 3Shape TRIOS intraoral scanner, the game-changing 3Shape X1 4-in-1 CBCT scanner, and market-leading scanning and design software solutions for dental labs. Two graduate students founded 3Shape in the year 2000, and today the company's fast-growing team of employees in 19 offices worldwide is serving customers in over 100 countries. 3Shape's products and innovations continue to challenge traditional methods, enabling dental professionals to treat more people more effectively. [www.3shape.com](http://www.3shape.com).

