

PRESS RELEASE



For Immediate Release

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Two Red Dot Product Design Awards for 3Shape

3Shape wins prestigious awards for both dental lab and dental practice product design

Copenhagen, April 12, 2018 – 3Shape, a global leader in 3D scanners and CAD/CAM software solutions, has received two Red Dot awards - the international distinction for high design quality. The product design awards were presented for the 3Shape E-scanner series for dental labs, and the 3Shape TRIOS 3 Wireless intraoral scanner for dental practices.

The solutions were selected by the Red Dot's global jury of 40 recognized experts. The two honors now mark the third and fourth 3Shape solution to receive a Red Dot product design award in the last two years.

"Our solutions are influenced by the Scandinavian tradition for design, form and function, but most importantly, they are developed to enable dental professionals to provide better care for their patients," says Nikolaj Deichmann, 3Shape Co-Founder and Co-CEO. He adds, "We are very excited about the award and appreciate the Red Dot jury's recognition."

3Shape TRIOS 3 Wireless intraoral scanner: Red Dot product design winner

3Shape TRIOS 3 Wireless is the world's first and market's only wireless intraoral scanner. Recognized for its fast, easy and accurate real-color impressions, 3Shape TRIOS connects with the widest range of integrated implant and orthodontic solutions and manufacturing options, as well as offers 3Shape's own CAD/CAM solutions and patient-engagement apps. Aside from winning this year's respected Red Dot design award, TRIOS is the five-time winner of the Cellerant award for the industry's best intraoral scanner and recipient of the 2018 Dental Excellence Award.

3Shape E series lab scanners: Red Dot product design winner

The affordably priced E scanners enable laboratories to save time and cost-effectively deliver the highest quality and widest range of prosthetics to customers. 3Shape E scanners improve lab productivity with time and cost saving features like 3Shape's reliable impression scanning and Auto-start. The E scanners also support 3Shape's smart articulator transfer system and articular holder for transferring model positions for CAD design.

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 jury assessed entries from 58 countries.

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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 upcoming 3Shape X1 CBCT scanner, and market leading scanning and design software solutions for dental labs.

Two graduate students founded 3Shape in Denmark's capital in the year 2000. Today, 3Shape has over 1,200 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



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