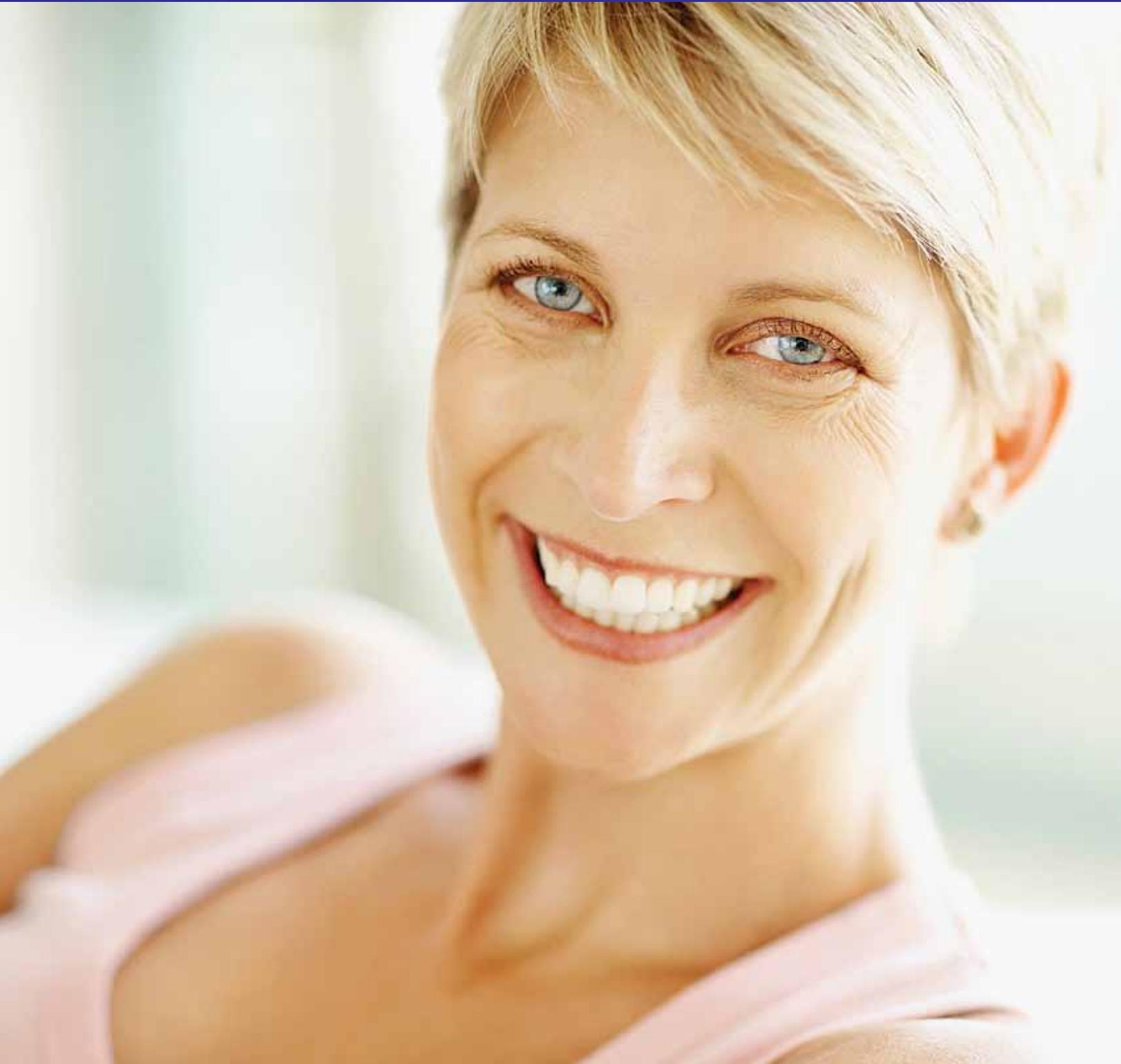


clinical articles • management advice • practice profiles • technology reviews

Volume 3 No 2

Implant

PRACTICE • US



Sirona

Sirona tailors solutions to the needs of the different markets within dentistry to ensure dental professionals' success



Sirona Dental Systems, Inc., US headquarters in Charlotte, North Carolina

For more than 130 years, Sirona has continuously redefined dental technology with “first-to-market” solutions for dental practices, clinics, and laboratories. Sirona believes in providing dental practitioners with the tools they need to position them for success and remain at the forefront of innovation. Different markets have different needs, which is why Sirona products are manufactured with features and functions tailor-made to suit each market's individual requirements.

Although the Sirona name is most often associated with CEREC, the most widely used chairside CAD/CAM system in the world, it is providing another first in 3D digital dentistry by introducing GALILEOS-CEREC Integration (GCI). Combining the GALILEOS Cone Beam Computed Tomography (CBCT) scan with the CEREC chairside CAD/CAM intraoral scan allows the practitioner to image, diagnose, treatment plan, and use a surgical guide for an implant case. This combination also allows the clinician to fabricate, finalize, and seat final, fully-functional, and esthetic restorations designed concurrently with the implant placement—and do it all effectively and efficiently in-house.

GALILEOS-CEREC Integration

Through the fusion of chairside CEREC CAD/CAM with GALILEOS 3D images, digital surgical and prosthetic implant planning allows the clinician to achieve optimal results. As its name suggests, GALILEOS-CEREC Integration is all about the seamless collaboration and data sharing of systems and processes within the dental procedure. GCI allows simultaneous assessment of both the prosthetic and surgical situation, as well as both processes to be fully controlled and accomplished in the dental practice.

From patient presentation to placement of the final prosthetics, all GALILEOS hardware and software has been designed to communicate and share data with CEREC. This ensures that your treatment plan workflow—as well as the entire process from patient presentation to final restoration placement—is completed smoothly, effectively, and efficiently. A typical workflow starts with initial examination and diagnosis of the maxillofacial complex using GALILEOS 3D CBCT, followed by implant planning with GALILEOS Implant software. The design and fabrication of the implant abutment and esthetic crown are carried out simultaneously with CEREC,

and the corresponding surgical guide is fabricated by Sirona SICAT (Sirona's surgical guide division). SICAT surgical guides are available as pilot hole guides, a generic sleeve-in-sleeve system, or as a surgical guide for use with the guided surgical systems. Guided surgical systems provide a



Sirona executive team (left to right): Michael Augins, President; Roddy MacLeod, Vice President CAD/CAM; Michael Williamson Vice President, Sales and Marketing



Digital Impressions with CEREC



Diagnosis with GALILEOS

GALILEOS versatility

While the GALILEOS System is well-positioned to be the center of diagnostics and implant/prosthetic treatment planning for any practice, its versatility makes it an ideal system for all facets of dentistry. Its superior image clarity and dynamic software allows the clinician to quickly and efficiently study images. And this is exactly what makes GALILEOS a practical tool for all dental specialties and their related procedures, including orthodontics, endodontic therapy, third-molar evaluation, sinus evaluations, temporomandibular joint analysis, periodontal evaluation, airway studies, and more.

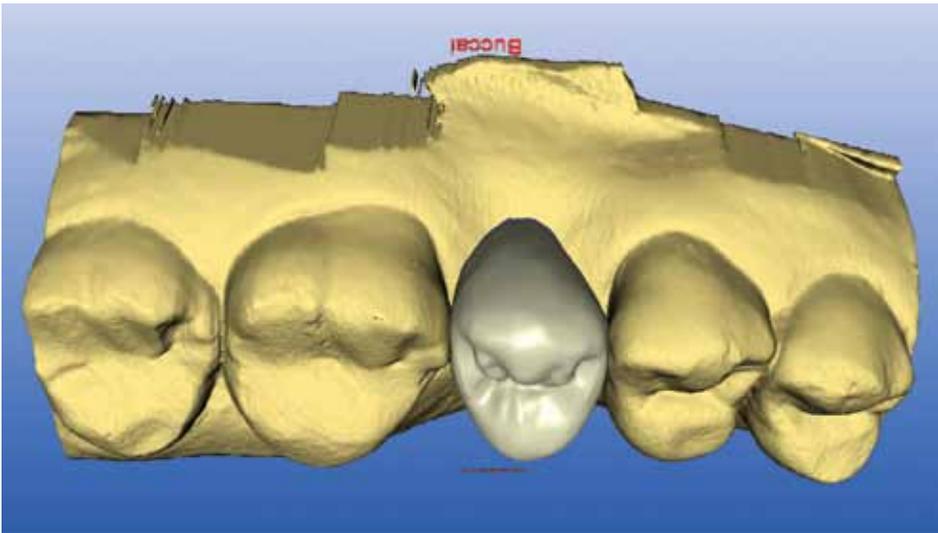
The Sirona product line

Sirona's unique and unrivaled expertise in integrated 3D dental systems, along with its dedication and insight, are helping to shape the future of dental technology around the world. By working with Sirona-authorized dealers, Sirona is able to offer the best service possible for integrating these technologies into your practice.

Sirona's current product lines are organized into four segments:

1. Dental CAD/CAM Systems (CEREC & inLab). CEREC AC, the only chairside CAD/CAM system with Bluecam technology and featuring patented Biogeneric Software, has the highest precision, ease of use, and speed of any chairside CAD/CAM system on the market today. Biogeneric Software predicts the right form and function for all restorations, allowing users to create inlays, onlays, crowns, veneers, and temporary bridges unique to each patient's own dentition.

Sirona inLab, the most widely used laboratory CAD/CAM system, mills crown



Crown design based on the antagonist, soft tissue, and neighboring teeth

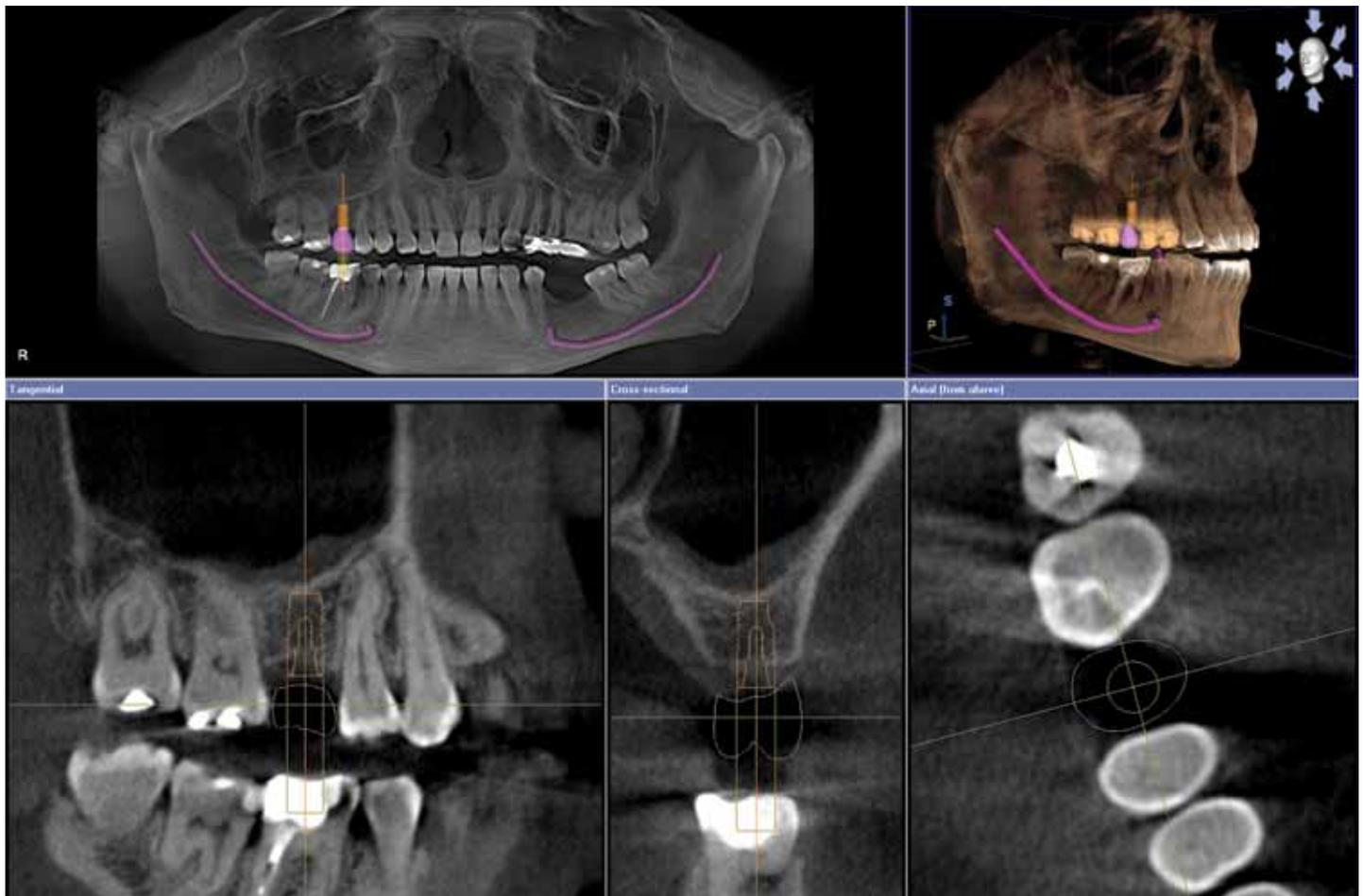
completely guided workflow from the initial osteotomy to the implant insertion. For more information on SICAT surgical guides, please visit www.SICAT.com.

The benefits of GCI include simplified and predictable implant therapy, as surgical and prosthetic/restorative parameters can be evaluated immediately and verified on-screen before surgery even begins. The alignment of the implant can be optimized prior to the surgical procedure and ensured by means of a surgical guide, which provides treatment-enhancing benefits such as avoidance of angled abutments, no reduction of implant life due to unfavorable loading, and no esthetic complications after implantation. Plus, the highly realistic on-screen representation of the clinical situation

helps to facilitate treatment acceptance, because patients can see the predicted end-results of their treatment ahead of time, and have a better understanding of the planned procedure.

A single comprehensive scan

GALILEOS CBCT further enhances the practitioner's diagnostic options by imaging the full oral-maxillofacial area completely. The 3D panoramic image comes up automatically in a single 14-second scan. The movable inspection window tool allows the clinician to pinpoint, magnify, and inspect any areas of concern. This allows for incidental findings to be identified once evaluated with GALILEOS.



Superimposition of CEREC and simultaneous implant planning

SIRONA HISTORY

Sirona designs, develops, and manufactures all of its products in Germany. However, Sirona is a truly global company, working with clinicians in over 130 countries to develop better solutions. Sirona's worldwide headquarters is located in Bensheim, Germany, with US headquarters in Charlotte, North Carolina. Among our many innovations, Sirona introduced the first electric drill in 1887, as well as the first dental treatment center and the first dental x-ray over 100 years ago. That same spirit of innovation continues today with our CEREC AC, inLab inEos Blue Scanner and GALILEOS-CEREC Integration. (For a complete timeline of Sirona's innovations, please visit www.sirona.com.)

Sirona is a company dedicated to creating and producing the finest dental equipment available. Our leading global position rests on our commitment to technological innovation, manufacturing excellence, and international sales expertise. This commitment, combined with a highly skilled workforce, enables us to deliver and distribute products and services that give our customers the advantages necessary for both today's and tomorrow's demands.

In June 2006, Sirona acquired Schick Technologies, Inc., the US intraoral x-ray leader, through a reverse merger. Since then, Sirona Dental Systems, LLC, has been listed on NASDAQ under the Symbol SIRO. Sirona currently has more than 2,300 employees.

copings, multi-unit bridge frameworks, inlays, onlays, and fully contoured crowns. In 2010, the most recent addition to the laboratory CAD/CAM product line is the inEos Blue scanner to digitize models. And pending FDA-approval, Sirona's new inLab® 3D software will allow users to design and mill custom in-house ceramic abutments, and will be fully compatible with most popular implant systems.

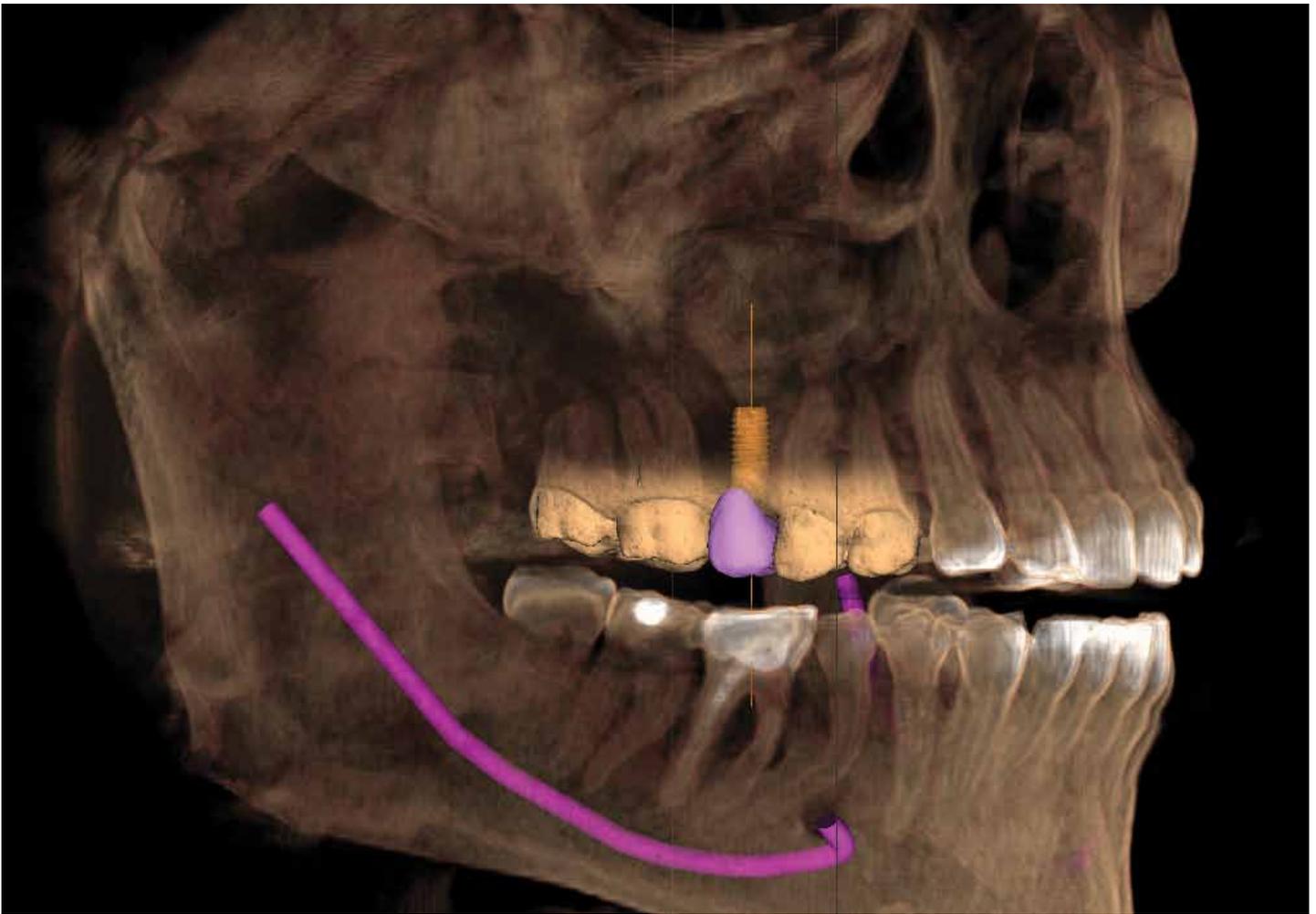
2. Imaging systems. Sirona is the innovator of film and digital-based imaging systems with HELIODENTPLUS Intraoral X-ray source; GALILEOS 3D imaging systems; ORTHOPHOS XG Plus, ORTHOPHOS XG 5, and ORTHOPHOS XG 3 Pan and Pan/Ceph imaging systems; XIOSPLUS intraoral sensor technology and SIDEXIS digital image processing and management software.

3. Instruments. Sirona offers a full line of electric and air-driven handpieces. This line provides the best ergonomics and cutting power available in handpieces today. Our electric handpieces can help improve

performance through smoother preps, more precise margins, and less patient trauma. The instrument line was expanded in 2009 with the introduction of the SIROLaser Advance, a compact diode laser for use in endodontics, periodontology, soft-tissue management, and surgical procedures.

4. Treatment centers and cabinetry. The C8+ treatment center offers unrivaled ergonomics, flexibility, and esthetics, plus a wide range of options that enable you to customize it to your specific requirements. The Sirona cabinetry line complements the treatment centers with total integration, superior craftsmanship, and attention to detail.

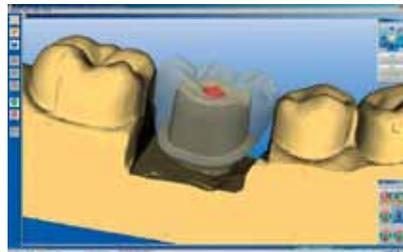
Continuing investment in research and development (R&D) ensures that Sirona remains the industry leader in dental innovation and quality applications. Sirona means solutions for dental practices, large clinics, and laboratories. Our focus on continuous improvement, supported by one of the largest R&D organizations, provides customers with the ultimate in dental



The GALILEOS software allows the clinician to communicate the treatment plan with the patient to increase understanding and case acceptance



Precise surgical guides from SICAT for all major lines of implants



Individual abutment made with CEREC Connect and inLab



Provisional restoration made with CEREC



Final treatment with CEREC or inLab

products and services now and well into the future.

The Sirona vision

Sirona believes in providing dental practitioners with the tools they need to provide the best care for their patients. From optimizing treatment workflow and patient communication, to creating modern dental treatment solutions, we're constantly working to meet and exceed the expectations of our customers.

Equally important is our commitment in the field of innovation. In the future,

digital applications will play an increasing role in dental practices, clinics, and laboratories—influencing everything from treatment to patient management. That's why we place great emphasis on the research and development of 3D digital dental technology. It is just one more way in which we are helping to build a stronger dental community prepared for all future challenges.

Flexibility is also a vital part of our company philosophy. Different markets have different needs, which is why our products are designed and manufactured to meet

various requirements. In offering dental practices, clinics, and laboratories a wide spectrum of solutions, we assist with better clinical workflow, allowing the practice to operate more efficiently. Sirona works closely with dental dealers throughout the world, providing extensive support and service to ensure reliable systems.

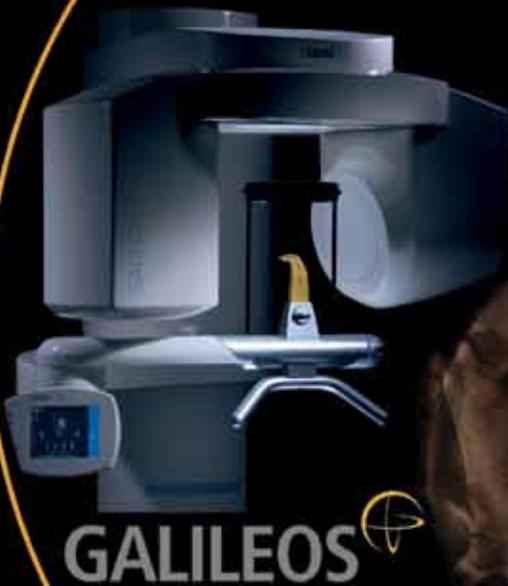
Sirona provides solutions for dental practices, clinics, and laboratories. It is our goal to find new ways to give our customers the ultimate in dental products and services. For more information on Sirona, please visit www.sirona.com or call (800) 659-5977. **I**



You See the Future of Dentistry We See the Future in You



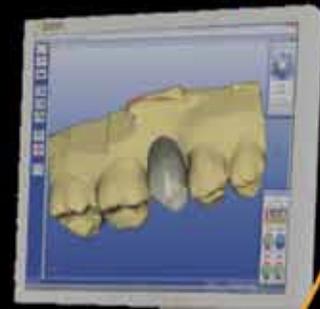
Conebeam imaging and CAD/CAM integration is here. Learn how to bring them to your clinical practice...



GALILEOS



CEREC
by **Sirona**



Join us for the 3D Summit,
the most comprehensive learning
experience in the US
teaching full clinical integration of
CEREC & GALILEOS for true 3D digital dentistry.

For complete 3D Summit
information, please visit

www.3Dsummit.com