

## Media Release

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# Ivoclar Vivadent contributes to shaping the future of digital prosthetics

**“Ivoclar Digital” is the name of a digital products portfolio and the associated digital processes for dental laboratories and dental practices.**

**Ivoclar Digital is the new category brand from Ivoclar Vivadent. This new brand comprises a comprehensive portfolio of CAD/CAM products for both dental laboratories and dental practices including materials, milling machines and support services. The development of proprietary materials and digital processes and Ivoclar Vivadent’s close cooperation with the scanner partners and, especially scanner and software provider 3Shape, ensures enhanced connectivity, convenience and productivity when using Ivoclar Digital products.**

Increasing digitization of the dental working steps requires all the different components used in a process to be optimally coordinated. Therefore, Ivoclar Vivadent has extended its long-standing materials and processing expertise to cover the entire digital process chain. The new range under the brand name of “Ivoclar Digital” will be presented for the first time at IDS 2017. “This is a consistent further development, since we have accumulated significant know-how in the field of digitally processed materials with products such as IPS e.max”, says CEO Robert Ganley, explaining the move. “This knowledge has gone into the development of milling and grinding units and support services that will allow dental professionals to improve their efficiency and performance. They are designed to deliver predictable and esthetic results.”

### Materials

Ivoclar Vivadent’s comprehensive range comprises esthetic and state-of-the-art CAD/CAM materials for fixed, removable and implant-supported prosthetic restorations. The following new products have been added:

- The IPS e.max system has been complemented with a versatile ZirCAD block and a range of discs.
- IPS e.max ZirCAD Multi discs enable the fabrication of zirconium oxide restorations with a polychromatic shade progression.
- With the tooth coloured SR Vivodent CAD discs and the gingiva coloured IvoBase CAD denture base material, the components for the digital denture manufacturing process are provided.
- The launch of the Viteo titanium base extends the Ivoclar Digital range to include a titanium bonding base especially designed for ceramics.

### Milling and grinding machines

Four new digital milling and grinding units will be introduced under the brand name of PrograMill. These cutting-edge machines will set new standards in dental CAD/CAM technology and allow dental technicians and dentists to digitally produce dental restorations quickly and easily. In addition to the PrograMill PM3, PM5 and PM7 machines

for dental labs, Ivoclar Vivadent will offer PrograMill One, a compact milling unit that has been especially designed to meet the needs of small laboratories and dental practices.

### **Scanners/CAD**

The range of high-end scanners from 3Shape, such as D1000 and D2000, has been extended to include the new 3Shape E series. Highly efficient scanning technology has been employed in this series, which comprises the three entry-level units E1, E2, and E3. Together with the software “Dental Designer” they make up a powerful package. Exclusively developed Ivoclar Digital software add-ons (Digital Press Design, Digital Denture) increase the process reliability and efficiency of fully digitized processing procedures. All 3Shape scanners and software are optimized to connect to the Ivoclar Digital system.

### **Support services**

The Ivoclar Digital offering is rounded off with Service+, a dental outsourcing partner. Service+ assists dental laboratories with their entry into the world of CAD/CAM fabrication by taking on design and production orders and providing dental laboratories with access to an extended range of materials and indications. Thus laboratories benefit from enhanced productivity and even more flexibility in selecting the appropriate manufacturing procedure.

### **Efficiency and esthetics**

In the development of Ivoclar Digital equipment and processes, particular emphasis was placed on esthetics and ease of use – from material selection to restoration design and production. “With this comprehensive range of Ivoclar Digital “building blocks” we will equip our users with the tools they need to process our high-quality dental materials professionally and using the highest manufacturing standards,” says Robert Ganley, summarizing Ivoclar Vivadent’s intentions.

### **Acquisitions and investments**

Digital processes require perfectly coordinated software functionalities and interfaces. Due to this reason Ivoclar Vivadent has recently taken over Dental Softworks. For many years, the company has been a highly valued development partner of Ivoclar Vivadent in the field of computer-aided manufacturing. The take-over is expected to bring about even closer cooperation in the development of materials and equipment. Dental Softworks will continue to operate under the same name and management.

Moreover, Ivoclar Vivadent has acquired equity interest in the Swiss startup company Kapanu AG. The company specializes in the application of augmented reality technology for esthetic and restorative dentistry. Kapanu and Ivoclar Vivadent are working on developing digital dental applications that will link the real world to the digital world. A first preview will be offered at the Ivoclar Vivadent booth during IDS 2017.

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Caption:

*(Ivoclar\_Digital.jpg)*

Fig.: Ivoclar Digital: comprehensive range of products for the digital workflow in the dental lab and the dental practice

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