Scenes from Chicago

Visit the barista at the Sesame Communications booth, No. 4239, for some coffee and stay to learn about some of the company’s Internet and social media solutions.

Shannon Tate hands out new Krazy Cone face masks at the DEFEND booth, No. 2115.

Visit the Planmeca booth, No. 3414, to ask about the company’s newest technology.

Kimberlee Winterton of Aribex, booth No. 1009, works with an attendee Friday morning.

- Dr. Richard Goldman works with an attendee at the Parkell booth, No. 4200.

- Hate to miss the Olympics? Stop by the Biolase booth (No. 4445) and catch some events on the big screen. Stay to learn more about some of the company’s bestsellers, like the WaterLase.

- Kylie Beacco and Suzanne Wilson of Opalescence by Ultradent hand out teeth whitening samples to attendees at the company’s booth, No. 4418.

- Kimberly Winterton of Aribex, booth No. 1009, works with an attendee Friday morning.

Photos by Fred Michmershuizen and Sierra Rendon, today staff
Making things happen from up in the cloud

By Fred Michmershuizen, today Staff

The folks from web-based dental software provider Curve Dental held a breakfast Friday morning for its VIP customers, admirers and members of the press.

Fittingly, the event was held up on the 29th floor — so attendees could literally look down on the Chicago skyline from up in the cloud.

Those in attendance said they like Curve’s cloud-based practice management software because of the freedom and versatility it offers, a point underscored by the always affable Andy Jensen, chief marketing officer of Curve, who mentioned the recent weather emergency that crippled Atlanta.

“That’s an unexpected reduction in production, and the only way you can get that production back is get on the phone as quickly as possible and reschedule all those patients who couldn’t come to the practice,” Jensen said. “If your practice is on the cloud, you can start making those phone calls from home, or even your office manager can pick it up and start making calls from home, and have all those appointments rescheduled before the day is even over with.”

It’s just one of the many advantages to being on the cloud, Jensen said.

To learn more, visit www.curvedental.com — or simply look for the folks in the orange shirts at booth No. 4801 here at the Midwinter Meeting.