An interview with Ortho-T inventor Earl O. Bergersen

By Ortho-Tain Staff

Here at the AAO

For more information on the Ortho-T Appliance, the Occlus-o-Guide or the Nite-Guide, call (800) 541-662, visit www.ortho-tain.com or stop by the Ortho-Tain booth, No. 2301.

G15 takes the work out of focus, lighting

The PhotoMed G15 Digital Dental Camera is specifically designed to allow you to take all the standard clinical views with frame-and-focus simplicity.

The built-in color monitor allows you to precisely frame your subject, then focus and shoot.

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Sesame expands its office space to accommodate workforce growth

Sesame Communications, a leading provider of cloud-based solutions to help dental and orthodontic practices accelerate new patient acquisition and transform the patient experience, announced it is doubling the size of its downtown Seattle headquarters.

The expansion comes through the lease of the second floor of the Reedo Building, adding to the third-floor space the company has occupied since January 2010.

During the past three years, Sesame Communications has experienced a 261 percent increase in revenues and has expanded its workforce by 189 percent during the same period.

Located on 1st Avenue South in Seattle’s Pioneer Square neighborhood, the Reedo Building was extensively renovated in 2005 to include energy-efficient systems while retaining its historic façade and personality.

The Reedo Building is among the most accessible in the city of Seattle, with a Walk Score of 83 and a Transit Score of 100.

To encourage the use of public transportation, Sesame Communications provides a 100 percent transit subsidy for its entire staff.

“With employees throughout the Seattle suburbs and surrounding cities in every direction, we believe downtown Seattle represents the ideal hub and technology center for our continued growth,” said Diana Friedman, chief executive officer of Sesame Communications. “This latest expansion of our headquarters will help Sesame continue to attract and retain top talent within the area and provide them with ready access to outstanding commute options and amenities.”

About Sesame Communications

Sesame Communications helps dental and orthodontic practices harness the power of the Internet to accelerate new patient acquisition and transform the patient experience.

The company supports thousands of practices in their efforts to grow and thrive in the digital age.

The Sesame 24-7 platform provides an end-to-end, HIPAA-compliant system tailored to the unique and specific needs of dentistry. An Inc. 500|5000 and Deloitte Technology Fast 500™ company, Sesame is recognized as one of the fastest-growing technology companies in the United States.

Sesame is also the proud recipient of numerous awards and accolades, including a two-time Pride Institute Best-of-Class winner and as one of the 100 Fastest Growing Companies by Puget Sound Business Journal.
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  - Corrects Spacing
  - Corrects Overjet
  - Corrects Overbite

Educational Seminars given by Dr. Bergersen, inventor, during the show at Booth #2301

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Gendex launches the Family Scrapbook Photo Contest

New social media contest to celebrate ‘120 Years of Imaging Excellence’

This year, Gendex proudly celebrates “120 Years of Imaging Excellence,” honoring a legacy of remarkable accomplishments, according to the company, that have helped shape today’s dental imaging by delivering continuing innovation, dependable performance and comprehensive solutions.

To mark this milestone, Gendex has launched a social media photo contest: the Gendex Family Scrapbook.

The contest encourages Gendex owners to submit pictures of their staff using Gendex products and share them with their Facebook community to receive votes.

The photo with the highest number of votes received by midnight on Nov. 1 will be declared the winner of the Gendex Family Scrapbook contest.

The winner will then have the opportunity of naming a dental charity of their choice to receive a digital intraoral X-ray package donated by Gendex. The package, valued at more than $15,000, includes the award-winning GXS-700™ digital sensor.

The 501(c) dental charity selected by the winner will be presented with the donation at a ceremony held during the 2013 Greater New York Dental Meeting.

Eligible charities can encourage their supporters who own Gendex products to participate in the Gendex Family Scrapbook photo contest.

Detailed information about the program can be found on the Gendex Facebook page. Participants can also receive contest updates on Twitter using the hashtag #FamilyScrapbook.

The Family Scrapbook photo contest is one of several initiatives launched to celebrate Gendex’s legacy, a story that can be traced back to 1893 with C.F. Samms and J.B. Wantz, founders of Victor Electric. Today, Gendex is a global leader in intraoral and extraoral dental imaging.

With a product line that ranges from intraoral sensors and cameras to 3-D cone-beam scanners as well as digital panoramic and imaging software, Gendex offers dental professionals a wide range of comprehensive imaging solutions.

About Gendex Dental Systems

Gendex, which, according to the company, is known for its innovative and dependable products, offers a wide variety of comprehensive digital imaging solutions for both general dentists and specialists.

The company’s strong history in continuing innovation, along with a deep dedication to delivering products that exceed the needs of dental professionals, has earned Gendex recognition as a global leader.

Learn more about the full line of Gendex products at www.gendex.com.
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DC International, a dental technology leader focused on serving dentists and orthodontists worldwide, has recently launched DCLase, its second generation of soft-tissue diode lasers, developed through feedback from current users and laser experts.

“We are proud of DCLase and all the positive responses we receive from our clients,” said David Boegler, vice president of DC International. “The dental market is moving toward the 980 nm wavelength, high power and super pulses, as this combination delivers the best clinical results compared to other diode laser technologies.

“DC International relies on high-end quality technology and personalized customer service to ensure our clientele has the best. We believe our investment should be in the technology, education and our end users.”

He continued: “We want our clients to understand the benefits of using our device, and we want to make sure they will use it. With so much buzz around laser technology in the industry, we want to guide dentists in their choice of product as well as support them with the tools to succeed, regardless of their level of experience with lasers.

“DCLase is the ideal device for an orthodontist to perform a gingivectomy or frenectomy, uncover impacted teeth, as well as perform many more surgical and non-surgical procedures, with a great hemostasis while cutting.”

DCLase uses the most advanced laser technology combined in a small portable device with a user-friendly touch screen. The laser has 980 nm wavelength with a customizable power that goes up to 7 watts with adjustable pulses and super pulses.

According to the company, the combination provides outstanding clinical results and can also be used for several practices, including orthodontics, general dentistry, laser teeth whitening and laser therapy procedures.