In only six months, the news website www.zwp-online.info has made a strong impression on the German-speaking dental community. In addition, a new website was launched by Dental Tribune International just before IDS, providing the latest news to dental professionals around the globe. The operators of both websites have now announced to cover the show—the both in German and English—in 2009.

In mid-February, a count down ticker was launched, counting down the days until the opening of IDS Cologne on 23 March. Three weeks prior to IDS, users will also find previews, product news, and short video clips on ZWP Online.

The live coverage, featuring photo galleries and video files, will be this year’s highlight. In addition to the latest industry news and announcements, users will also be able to review and download the daily newspaper today in print and online.

Monty Python’s Spamalot
Following on from its enormous success in New York and London, the musical Spamalot by the world-famous British comic group, Monty Python, has come to Germany for the first time. From January 2009, Cologne’s Musical Dome will be hosting the hilarious spec- tacle which was recently awarded Best Musical at the Tony Awards.

Free transport by bus and train
The IDS exhibit card and admission ticket will allow visitors to travel with public transport within the Rhein-Ruhr transport association (VRB) for free. It also includes free travel in the entire local area from Lovekruzen, Bozen, Düren to the area of Bergische Land.

Dental distributors will be welcomed to attend a dealer-only breakfast on Thursday, 26 March at 7:30 before the official opening of the exhib- itions. There will be a full breakfast and an opportunity to go through the IDS Pavilion and meet all the manufacturers as- sembled.

With a strong Euro, US prod- ucts and equipment have be- come more attractive than ever for dentists in Europe. Manu- facturers of dental equipment will have small operators available to demonstrate the wide range of equipment, including digital radiography, 1-X R-X rays, chairs, ultrasonic, lasers, CAD/CAM and more. Consumable products by comp- any include disposable, prophy angles, hand pieces, sterilization units, oral hygiene rinses, whiteners, oral rinses, pro- ucts, burs, lights, scopes and so much more.

It is complete shopping extravaganza for dentists interested in the latest innova- tions from America, DTA of- ficials said.

American companies located in the US Pavilion include DentAIRE, M髻, Denbur, George Taub, Larsen Research, Richmond Dental, Parcel, Den- flexum, Yazman, Palmero Health, Freelin-Wade, Tornado, Plaxtor, Lang Dental, Midmark, Portex Instrument, Prognosis, Parkell, Trillakw, Mydent,

By Dental Tribune International and its German sister com- pany Oemus Media, has be- come the No. 1 guideline for visitors and exhibitors of IDS. A newsletter will also be available for those users that are unable to attend the event in Cologne but do not want to miss out on what’s new on the show floor.

ZWP Online was launched in September 2007 and has ex- perienced a strong growth in visitors ever since. According to latest figures, the website generated over 70,000 page views in February 2009.

The new Dental Tribune website, which is aimed at general dentists, provides access to an archive of international dental news, but also from the network’s partners in over 45 countries, users will have access to dis- cussions, expert blogs, and an extensive product database.

www.zwp-online.info
www.dentaltribune.com

The city of Cologne is a mod- ern, international metropolis. The city’s many museums are able to tempt visitors after the trade fair has closed. Music lovers can look forward to classics in the Philharmonie concert hall and in Cologne’s opera house. Many small the- atres and cultural outfits also add to the programme with varied musical theatre plays and exciting live concerts.

Picasso or Gauguin, design or church art
Cologne’s many museums offer a range of high-quality exhibits. The Ludwig Museum, for example, which has become famous for its collect- ion of Picasso and Popart, is showing special exhibitions by Lucy McKenzie and Maria Lassnig during IDS. In the Walther Rathmann Museum, an exhibition with watercolour paintings by Caspar Scheuren will add to the collection with works by Durer, Rubens, Gauguin and other master painters. Kolnma, the art mu- seum of the archbishopric of Cologne, joined Cologne’s the museum landscape in autumn 2007 with its new building in Cologne city centre. The new works of art from the late An- tipity are to present the pres- entation impressively in the war ruins of the Late Gothic church of St. Kolumba.

World-renowned classics in the Philharmonie concert hall
Cologne’s Philharmonie concert hall offers admirers of classical music an outstanding programme. On 25 March, the Dresden Philharmoniker will make a guest appearance to play works by Beethoven, Brahms and Weber. On Thursday, 26 March, Cuarteto Casals will also play pieces by Haydn, Bartok and Shostakovich. In addition, the Co- logne opera house has an- nounced to begin a new pro- duction of Tristan and Isolde during IDS.

What to do in Cologne

Dental distributors will be able to provide their patients with higher standards of aesthetics in im- plantology,” he added.

The new Hybrid zirconia ti- tanium technology, which has received the Frost and Suni- van Award for Technological Innovation in 2009, is now available in 45 countries and will be shown at IDS 2009 in addition, users will have access to dis- cussions, expert blogs, and an extensive product database.

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