**DTI Press Event**

On the second day of the Publishers’ Meeting, DTI hosted a press event at the Hilton hotel in Cologne, with 30-minute slots, including a Q&A session. Orthodontic company Six Month Smiles had the unique opportunity to present its products and obtain direct feedback from an international audience. The press event was well attended and facilitated mutually beneficial conversations.

**New prevention magazine**

DTI is continuing to expand its print portfolio and introduced its latest addition during the meeting, Prevention. The new international magazine will feature topics concerning oral health and be released during the next event, which will again be held at the Dental Tribune International (DTI) booth for lunch to discuss various collaboration possibilities for the next event, which will again be organised in collaboration with DTI. It will be held in the German capital of Berlin from 28 June to 1 July 2018. Over the past two decades, the ROOTS SUMMIT has established itself as the premier discussion forum for endodontics. Following on the success of last year’s event in Dubai in the UAE, with over 300 attendees, the next edition will take place in Berlin in Germany from 28 June to 1 July 2018. The ROOTS SUMMIT began as a dedicated Facebook group, growing from a membership of 1,000 in 2013 to more than 22,000 currently, including dental professionals from well over 100 countries.

**ROOTS SUMMIT moves to Berlin**

**Dates and location of 2018 edition announced at IDS**

The next Publishers’ Meeting will take place at the Black in Sea 2018 and be hosted by Dental Tribune Bulgaria.
GC’s goal is to make the 21st century the “Century of Health”. That’s why we were ever so delighted to see you join us at our booth at IDS Cologne 2017 in large numbers. We hope you’ll enjoy working with our new products and services. Of course, we hope to meet you at IDS 2019, but we’d like to see you again sooner: at a local event or for a course at one of our education centre’s across Europe? Thank you for joining us on this journey!
Dare to dream

As a special part of Planmeca’s IDS booth, the Dream Clinic illustrated how the company’s fully integrated digital solution enables efficiency in all steps of the implant workflow. The show made use of a spectacular rounded screen in order to create an immersive environment for visitors and invited them in to sit down for a moment and enjoy a glass of champagne. The show drew immense crowds all week, and while seating was limited in the intimate setting, curious colonothers often gathered outside to find out what was going on. Sessions were held continuously throughout the day in both English and German.

The Dream Clinic Show featured all of the latest Planmeca products and highlighted the full potential of the company’s integrated overall solution. Built around the powerful Planmeca Romexis software platform, Planmeca’s sophisticated treatment workflows allow users to complete all of the steps themselves or flexibly outsource any parts to external partners.

Various immersive activities were offered at the booth. For example, visitors were invited to experience Planmeca equipment in their clinic environment using a virtual reality headset, providing them with a unique way to see what their ideal clinic would look like.

Of course, Planmeca products were not only featured virtually. The company’s entire product line was also on display on the IDS floor for visitors to see and experience hands-on.

The next generation of CBCT imaging

Without a doubt, Planmeca Vario was among the most impressive products that were introduced at IDS 2017. The innovative CBCT unit features a new workflow that, according to the company, takes the entire imaging experience to a new level.

Volume placement is now done virtually from the unit’s control panel utilizing integrated cameras and a live video view. This way, the user can see the patient from the control panel screen for flexible and exact positioning.

This innovation also allows users to do field of view adjustments directly from the live control panel view. The process is straightforward and intuitive, with the volume placed freely and its appropriate size determined. Furthermore, the control panel of the unit can be accessed directly from the imaging workstation.

Planmeca Vario’s new imaging arm design allows for more space for the patient and shorter acquisition times. According to the company, there is no need for retakes because the new iterative Planmeca CALM algorithm for patient movement correction ensures excellent results every time. Particularly useful when capturing images of restless patients, this mode can be selected either pre-ventatively before imaging or afterwards to achieve reliable results.

Planmeca CALM is available for all Planmeca ProMax 3D radiographic units.

Precious things come in small packages

The release of the new Planmeca Emerald intraoral scanner proved that even 183 grammes can have a massive effect. Its small size, outstanding accuracy and exceedingly fast scanning speed will make it a true game-changer that will become essential to dental professionals, the company said.

Owing to its extremely light weight, Planmeca Emerald is just like any other instrument the dentist uses daily. Furthermore, its simple plug-and-play architecture allows it to be easily shared between different treatment rooms in a practice. The light-weight structure and user-friendly form of the scanner ensure optimal ergonomics and unmatched comfort for patients.

Completing the company’s mission to make CAD/CAM dentistry accessible to all, Planmeca presented a new entry-level milling unit at IDS. The Planmeca PlanMill 30 S was designed for accurate chairside fabrication of metal-free dental restorations and appliances. The cost-effective single-spindle unit does not compromise on quality and offers all clinicians a professional entry into the use of this technology.

The complete implant workflow

As the leading software platform in dentistry, Planmeca Romexis has become the heart of many modern dental clinics. The software supports all types of dental imaging and offers an extensive range of tools for it to be used in all specialities. Planmeca Romexis now also provides a fully digital implant workflow, allowing users to design their own implant guides for the first time. From planning to manufacture, all steps can be controlled and completed in the Planmeca Romexis software.

The workflow has been further extended with the Planmeca Romexis Implant Guide module for designing surgical implant guides. With it, virtual plans can now be brought to reality accurately. Completed surgical guide designs can even be created on-site with the Planmeca Oavo 3D printer for unmatched efficiency throughout the implant workflow.

Operational analytics at one’s fingertips

With the aim of ensuring that clinical decisions are always based on the best possible information, Planmeca introduced a new way of looking at clinic operations at IDS. The web-based Planmeca Romexis Insights analytics service allows clinicians and group practices to take advantage of interactive dashboard views and base evaluations, operational planning and predictive maintenance on clear visualizations of usage statistics at any time.

Even small dental clinics generate large quantities of data each day. The Planmeca Romexis Insights solution combines this data into informative illustrations that facilitate evaluation of clinic operations intelligently. For the first time ever, dental managers can benefit from real-time information on how their equipment is operating, including a comprehensive usage history with data-rich interactive dashboards.

Planmeca Romexis Insights presents a wide range of device analytics for tracking usage, trends and patterns over time. Clinics can look at their device status and receive alerts and monitor patient counts and chair time for Planmeca dental units equipped with patient detection sensors. Milling and radiographic unit usage counts are also available.

One software for all needs

With this many launches, as well as constant improvements to existing products, Planmeca users have much to look forward to in 2017 and beyond. Dentistry is transforming as digital innovations continue to push the envelope. Built around a single software platform, Planmeca’s product offering forms a system that extends to something that is more than the sum of its parts. The future is already here for those prepared to embrace it, the company said.
Mocom is synonymous with sterilization. Building on our strong history of innovation, our products are designed to provide a high-performance autoclave for the future. Integrating high quality materials with the latest in research and technology, we present the B Futura and B Classic autoclave series. Delivering superior reliability - leaving you more time to devote to your work.

IDS 2017
21st-25th March 2017 - Hall 11.2 - stand S029
Continuing acquisition will be a strategy for larger key competitors
An interview with Jeff Wong, Strategic Analyst Manager at iData

The ever-progressing digitalisation, changing regulations and a tendency towards mergers are currently shaping the dental industry. At the International Dental Show (IDS) in Cologne, today international met with Jeff Wong, Strategic Analyst Manager at international medical market research and consulting firm iData, to talk about how—major and emerging—competitors have reacted to these trends.

Today international: Digitalisation is one of the main trends that is changing the industry. Other than that, what developments are dominating the dental market?

Jeff Wong: Yes, digitalisation is still the up-and-coming trend and everybody is trying to get into that market now. On the product side, I would say it is 3D printing and intravenous scanning. Three or four years ago, there was only a handful of competitors in both of those areas. This year at IDS, almost everybody was presenting some new product in these fields—knowing how fast these markets develop, everybody wants to participate.

What consequences will this have for the market in general?

Especially in these two areas, where the level of imitation is high, with so many competitors, it will definitely start diluting the market shares among the existing companies. However, if these participants start focusing on specific regions or niche audiences, I think there will still be a great deal of benefit.

What about the recent merger trend—is that something we will see more of in the future?

From what we have seen in other industries, we definitely predict that the trend will continue. Of course, there will always be a couple of smaller companies that will end up becoming fairly large themselves and remain independent. However, we expect that many of the successful emerging companies will be acquired at some point. One advantage that the larger competitors have is the amount of resources they have. They can always stay ahead of the curve. If they see somebody come to the market with something unique, they have the resources to quickly develop a product of their own.

What role do the emerging markets play? What regions will become more significant in the future?

Regarding digital dentistry, I would say much of the development is linked to implantology and prosthodontism. The key countries where those areas are big as well are Brazil and Italy. Even though the penetration of digital dentistry might be relatively higher in those areas compared with others, I would say they have the greatest opportunities for growth.

What are the main trends in implantology?

In terms of implants, dozens of new companies are popping up every year, but many are also either acquired or close down. There are definitely certain regions that are experiencing a great deal of growth, for example many Asian countries. At the same time, traditional markets such as Italy, Brazil and the US are doing very well. These markets are well penetrated at this point, so in terms of market growth it will definitely slow down. However, there is still substantial growth opportunity for the lower-priced competitors, while the traditional premium brands will see considerable competition from other markets.

Do you think this will lead to those companies buying local competitors? Or what will their strategy to succeed be?

I think the strategy of most of the larger key competitors will be continuing acquisition. However, the strategy of some of the larger regional companies, for example in Brazil, is to continue going and to expand their global presence instead of being acquired.

In addition, many of the current key participants—with the regional regulations changing from country to country—are being forced to acquire new companies in order to be able to operate in the region.

So, you are saying that larger companies are looking for smaller businesses to acquire in order to bring new technology to market?

Not only on the technology side, but also to compete on the pricing level as well.

In the current political climate, the Chairman of the Association of the German Dental Industry has issued a warning about protectionism and trade barriers. What are companies doing in this regard?

At this stage, I think, companies are mainly waiting to see what will happen. Nevertheless, in light of what is happening in other industries regarding the whole Brexit issue—for example, European Union chiefs have warned airlines, including easyJet and Ryanair, to relocate their headquarters to the EU if they wish to continue their routes within continental Europe after the Brexit—if that can happen in the airline industry, who is to say it cannot happen in the dental industry. Again, for example in Mexico, which has a major dental tourism industry, if that is going to be affected in terms of procedural volumes, it is definitely going to affect the dental manufacturers as well.

Thank you very much for the interview.
14th ESCD
EUROPEAN SOCIETY OF
COSMETIC DENTISTRY
Annual Meeting

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Dr. Bogdan Baloea – Romania
Dr. Pio Bertani – Italy
Dr. Ionut Branzan – Romania
DT Helen & Didier Crescenzo – France
Dr. Walter Devoto – Italy
Prof. Dr. Liu Feng – China
Prof. Dr. Louis Hardan – Lebanon
DT Fethi Housain – Germany
DT Djemal Ibraimi – Switzerland
Dr. Danijel Jelusic – Croatia
Dr. Stefan Koubi – France
Dr. Simón Pardíñas López – Spain
Dr. Marco Martignoni – Italy
DT Daniela Modrić – Croatia
Prof. Dr. Rade Paravina – USA

Dr. Guido Picciocchi – Italy
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