



3D digital solutions for dental professionals

Contacts:

Cadent
Diane Goochee, Marketing Director
800-577-8767 ext. 163
Diane.Goochee@orthocad.com

Schwartz Communications
Jon Siegal / Erin Zwirn
781-684-0770
cadent@schwartz-pr.com

Cadent's OrthoCAD™ launches contest to celebrate upcoming one millionth digital study model

OrthoCAD showcased at American Association of Orthodontists 107th Annual Session

Seattle – (American Association of Orthodontists 107th Annual Session, Booth # 2603) – May 18, 2007 – Cadent, the leading provider of 3-D digital solutions for the orthodontic and dental industries today announced that its OrthoCAD™ suite of products will soon create the one millionth digital study model. To celebrate this major milestone, the company will award a 4-day/3-night trip to the Arizona Biltmore Resort and Spa® to the orthodontist who submits the one millionth model.

Details of the promotion will be available at the OrthoCAD booth (#2603) at the American Association of Orthodontists (AAO) 107th Annual Session, taking place May 18-22 at the Washington State Convention and Trade Center in Seattle. OrthoCAD, the market-leading suite of 3-D digital solutions for the orthodontic industry, uses proprietary intelligent technology to provide 3-D digital models for orthodontic treatment planning.

“The first digital study model was created in 2001 and over the course of six years, OrthoCAD has enabled our growing customer base to streamline their practice, improve the efficient management of patient care and optimize treatment progress,” said Terence Gunning, Chief Executive Officer of Cadent. “We look forward to the creation of the one millionth model and awarding a trip to a first-class resort to one of our lucky customers.”

“We are also pleased that our newest offering, OrthoCAD iQ, has been well-received by the orthodontic community,” added Gunning. “iQ is a computer-guided bracket placement system that calculates optimal bracket placement positions and produces tangible, clinical outcomes while reducing treatment time and follow up visits.”

In addition, OrthoCAD recently announced a new OrthoCAD software update. Product upgrades for customers will be download automatically and include new features to enhance visual demonstrations and bracket repositioning, as well as the ability to track both in-progress and past cases.

The added features and benefits in the software update include:

- OrthoCAD Presentation Tool—This tool will enable orthodontists to create and play presentations “on the spot” to prospective and current patients.
- “My OrthoCAD” Link—This feature opens a browser to OrthoCAD’s online services, allowing users to track the progress of current and previous cases.

- OrthoCAD iQ Re-Bracketing Tool—This function provides a quick method of displaying bracket position for any tooth in the patient model. Helpful for re-bracketing and reference purposes.

Cadent's Orthodontic services, marketed under the brand name OrthoCAD™, provide 3-D digital models for orthodontic treatment planning and the correct placement of appliances. The OrthoCAD Digital Study Model (DSM) software allows the orthodontist to make accurate measurements for a treatment plan while at the same time eliminating plaster model storage and retrieval issues. The OrthoCAD iQ™ system allows orthodontists to go beyond the study models to simulate treatment strategies and select and execute the most appropriate treatment plan that includes more optimal positioning of orthodontic brackets. OrthoCAD services reduce the treatment time and number of patient visits by more than 30 percent, benefiting patients and orthodontists alike.

About Cadent

Headquartered in Carlstadt, New Jersey and with a development center in Tel Aviv, Israel, Cadent is the leading provider of 3-D digital solutions for the orthodontic and dental industries. The company services thousands of cases each week for a rapidly expanding customer base. Cadent's offerings improve the efficiency and effectiveness of orthodontic and dental treatments while increasing the revenue of dental healthcare providers. The company is backed by a consortium of leading venture capital investors including Apax Partners, Panorama Capital (J.P. Morgan Partners), Pitango Venture Capital, STAR Ventures, and SV Life Sciences.

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