

# today

## SHOW PREVIEW

### Another record outcome



Koelnmesse Chief Operating Officer Katharina C. Hamma about IDS 2015 and what new offerings visitors can look forward to this year.

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### Cone Beam Computed Tomography



Dr Lee M. Whitesides, USA, on the latest trend in maxillofacial imaging and why it should be considered a new standard of care.

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### An eye on the industry



With more companies to be participating in IDS than ever before, there will be plenty of new products to see and discover.

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# IDS sets up largest showcase ever for dental innovation

More than 125,000 expected for bi-annual event in Cologne



# IDS<sup>®</sup> 2015

More visitors than ever will be attending the International Dental Show (IDS) in Germany, representatives of the organiser Koelnmesse and the Association of German Dental Manufacturers announced at a press conference last December in Bergisch Gladbach near Cologne. They said that over 125,000 professionals are expected at the world's largest dental showcase, which will be held again in a month's time, to learn about the latest developments and trends in dentistry.

With registrations in early December already surpassing those from the 2013 show, a record number of dental

\*Representatives of Koelnmesse and the German dental industry look forward to another record-breaking International Dental Show. (Photograph: Daniel Zimmermann, DTI)

companies have already registered for the five-day event. Owing to the increase, the show will occupy an additional hall at the Koelnmesse fairground, extending the overall exhibition space to 150,000 m<sup>2</sup> for the first time.

According to Koelnmesse Chief Operating Officer Katharina C. Hamma, almost every fourth company exhibiting at IDS is from outside Germany.

"The high level of internationality and the wide range of exhibits are unique worldwide. This is why the International Dental Show is a must-attend event for anyone who is involved in the dental business," she said.

Chairman of the Association of German Dental Manufacturers Dr

Martin Rickert said that, while the show will cover the entire spectrum of dental products, a special focus will be on the ongoing digitalisation in dentistry and linking of different systems for better diagnostics and treatment. The latest developments, including new and improved filling materials in conventional fields like restorative dentistry, will be on display as well. As a first, IDS 2015 will have Career Day, which is intended to serve as a meeting platform for the industry and young dentists. Professional visitors will also have the opportunity to experience the use of new technologies as part of the novel Know-how Tours, which are being organised in collaboration with two well-known dental practices in Cologne. Proven features, like the Speakers' Corner lecture forum and Dealers' Day on the

first day of the show, will be continued.

Held every two years in the Rhine city, IDS is one of Germany's oldest trade shows and is organised by the dental industry in Germany. In recent years, it has developed into one of the most important global exhibitions for dental products and services, attracting professionals from over 140 countries. Most companies choose to premiere their newest product developments here. ◀

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# Know-how Tours: IDS takes visitors to Cologne's top dental offices

■ The next International Dental Show (IDS) will be held in Cologne from 10 to 14 March 2015. In addition to Career Day, the organisers have a new exciting excursion in store for visitors: the IDS Know-how Tours. The tours offer exclusive visits to two of the most prestigious dental practices in Cologne and are aimed at interested dentists who would like to network and share their expertise on the latest and most advanced dental techniques with their colleagues.

On 10, 11 and 12 March, after the closure of the dental fair, interested participants can choose between a visit to the practice of Dr Ali Teymourash in Cologne's PAN Clinic or the premises of Dr Cyrus Alamouti and Dr André Melchior, who have recently moved into their new practice, Alamouti & Melchior, in Cologne's MediaPark.

The dental office led by Teymourash, is located in Cologne's city centre on the PAN Clinic's premises. He will open his doors to the groups in this guided tour entitled "Dentistry—Made in Germany", and provide an interesting insight into his Cologne dental office



where they focus particularly on implantology, periodontics, cosmetic dentistry, paediatric dentistry and endodontics. The importance and use of IT, 3-D techniques and the subject of patient-handling in daily practice will also be addressed. Other topics include interdisciplinary collaboration, anaesthesia, ENT, neurology, physiotherapy and osteopathy.

Under the motto "Dentistry 3.0" Alamouti and Melchior will give a guided tour through their architecturally and functionally impressive rooms with their state-of-the-art equip-

ment at the MediaPark. Industry peers can expect a trendsetting mix of different disciplines and types of treatments under one roof. These include new treatment concepts, microscope use and DVT- and laser techniques. Additional topics that will be covered are interdisciplinary collaboration, laboratory use, sleep medicines and orthopaedics.

Transfers to both practices, including a brief sightseeing tour of the city, will start directly from the show grounds. Interested persons will soon be able to register online on the official IDS website. ◀◀

# IDS organisers introduce Career Day

■ More than 2,200 companies from about 58 countries are expected to attend the International Dental Show (IDS) in Cologne from 10 to 14 March 2015. To enable companies to address pupils, trainees, students and other persons interested in a career in the dental profession directly, the IDS organisers are introducing Career Day.

To bring new dental talent into the profession, the Association of German Dental Manufacturers and Koelnmesse are arranging Career Day at IDS for the first time. This initiative is aimed at accelerating communication and information exchange between the companies exhibiting at IDS and newcomers to the profession or persons interested in a career in the dental industry. Career Day will take place on Saturday, 14 March, at the Speaker's Corner in Hall 3.1.

Career Day offers university graduates, trainees in the fields of dentistry and dental technology, as well as pupils and school leavers wanting to find out about training and career opportunities in the dental industry, an

overview of the various spheres of activity of the participating companies. In addition, it offers fully trained persons or career changers information about further training options and career opportunities in the industry.

According to the organisers, Career Day presents IDS exhibitors with the perfect opportunity to make presentations about professional training, continuing professional development and career advancement. Brief presentations to introduce a company can be booked at the Career Day stage in Hall 3.1. In addition, the Recruitment Lounge connected to the presentation area offers facilities for individual meetings and presentations in discreetly partitioned areas.

Career Day will also be featured on the IDS website. Interested parties can easily arrange meetings with candidates and those using the online scheduling facility. However, spontaneous meetings are also possible. All exhibitors involved in the initiative will be mentioned on the IDS homepage and in a specially printed flyer. ◀◀

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# DTI keeps IDS visitors up to date with daily e-newsletters

■ In collaboration with German publisher OEMUS MEDIA, Dental Tribune International (DTI) will be publishing a new edition of the *today* daily newspaper during the International Dental Show (IDS) this year in Cologne. In ad-

dition to the print edition, DTI will be providing the latest news from the event online to subscribers worldwide through its *today* e-newsletter on a daily basis.

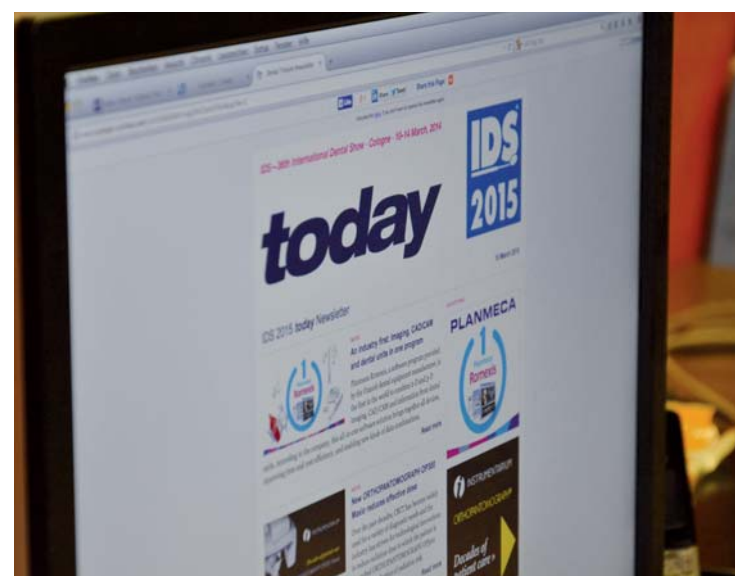


Photo Claudia Duschek, DTI

dition to the print edition, DTI will be providing the latest news from the event online to subscribers worldwide through its *today* e-newsletter on a daily basis.

*today* is the official IDS trade show newspaper and has become the ultimate business guide for visitors to and exhibitors at the world's largest dental exhibition. From 10 to 14 March, a dedicated on-site editorial team will work closely with the organisers and dental societies to cover press conferences, lectures, presentations and contests during IDS.

In addition, exclusive interviews, industry reports and image galleries will be published in the newspaper and online at [www.dental-tribune.com](http://www.dental-tribune.com).



Subscribing to the *today* e-newsletter can be done by visiting the Dental Tribune International Website or scanning the QR Code.

To collect free samples from DTI's extensive portfolio of print publications, visitors are invited to pass by the company's Media Lounge in Hall 4.1, Booth D066-F065. ◀◀

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## Orthodontics to be central topic at IDS 2015

■ Digital technologies have become increasingly important in a number of dental disciplines. In particular, orthodontics has been given new impetus through digital processes. Thus, the 2015 International Dental Show (IDS) will be giving special attention to the technical and digital innovations in the field, including the manufacture of and treatment with digitally produced orthodontic devices.

thetically motivated treatments today involving lingual orthodontic braces or aligners, which are less visible and now widely digitally manufactured. In this area in particular, digital processes provide many benefits. For instance, intra-oral scanners and specialised software can help capture the position of the teeth and create a digital representation of the treatment goal. Digital technologies also help match lingual braces to the progression of the individual patient's lingual tooth geometry, and braces can be applied to the teeth properly and positioned correctly using CAM-produced trays, in which the braces are positioned.

"Acceptance of orthodontic devices has increased not least because they have become more delicate and therefore less visible," announced Dr Markus Heibach, Executive Director of the Association of German Dental Manufacturers, one of the organisers of IDS. "For trade visitors interested in orthodontics, IDS is therefore worth a trip."



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Braces are the most common orthodontic treatment. They are usually placed owing to medical indications, aiming to facilitate proper masticatory function, for example. However, there are also an increasing number of aes-

"Here you can extensively exchange ideas with specialists from exhibiting companies, as well as with experienced users, about current procedures and the latest developments in orthodontics," he said. ◀

## Digital technology determines daily routine in modern dental practice

■ Digital dental procedures are increasingly becoming an essential part of the daily routine in the modern dental practice. They render patient management and treatment planning processes more economical and increase time efficiency. At the upcoming

International Dental Show (IDS), digital technologies will thus form a core subject, with many exhibitors presenting their latest product solutions in the field.

tions for practice management and therapeutic procedures. That is why the state of the art in digital technology for dental practices will be a major topic at IDS 2015, said Dr Martin Rickert, Chairman of the Association of German Dental Manufacturers.

cantly to making prosthetic treatment workflows simpler and more precise.

Overall, both patients and dentists benefit from the use of digital technologies. They help shorten treatment



ing International Dental Show (IDS), digital technologies will thus form a core subject, with many exhibitors presenting their latest product solutions in the field.

At IDS 2015, the digital technology offerings available for dental practices will form a focal point for all visitors in the fields of dentistry and dental technology. The product ranges to be exhibited contribute to simplifying workflows and, as a result, to reducing treatment times. They create synergies with the digital range for dental laboratories, yielding positive implica-

Products presented will include software for efficient patient management and integrated treatment planning, as well as digital imaging devices, including CBCT and CT, which have been used alongside conventional radiographic techniques in recent years.

IDS 2015 will also give special attention to digital scanners, which offer a wide range of advantages for patient-specific restorations and implant planning. In particular, intra-oral scanners will be in the spotlight, as they have contributed signifi-

time and reduce the number of work stages, and enable the dentist to immediately examine and explain preparations on screen. Furthermore, the data gained through digital procedures can be quickly processed in the dental practice and sent to dental laboratories.

The 36<sup>th</sup> IDS will take place from 10 to 14 March 2015 in Cologne. According to the latest figures provided by IDS organiser Koelnmesse, 2,200 exhibitors from 58 countries have already confirmed their participation. ◀

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## Prosthetics and implantology to be core subjects at IDS 2015

■ Successful prosthetic or implant therapy measures require intensive collaboration between dentists and dental technicians. At the International Dental Show (IDS), which will be held in Cologne from 10 to 14 March 2015, visitors to the biennial event will have the opportunity to see the latest innovations in dental prosthetics and implantology exhibited by manufacturers from around the globe.

Teamwork between dentists and dental technicians is becoming increasingly important, especially with regard to backward planning, in which individual implant prostheses are planned backwards from the desired treatment result. In light of the diversity of new developments in methodology and material science, dental technicians in particular are central to the realisation of complex treatments, assisting the dentist and

the patient in the selection and manufacture of prosthetic and implantological structures and materials.

The collaboration between dental practices and laboratories is supported by a number of new developments from the dental industry. For instance, modern CAD/CAM software and its increasing networking with digital procedures has enormously increased precision and allows for early involvement of the patient in the planning of his or her dental prosthesis, resulting in a prosthesis that corresponds with the expectations and financial means of the patient.

With regard to innovative materials for alternative manufacturing methods, build-up processes, such as selective laser melting of powder metallurgical materials and sintering of cobalt-chromium alloys, are increas-

ingly gaining importance, in addition to milling processes with ceramic or precious metal materials.

"The IDS makes an important contribution to successful dialogue between dentists and dental technicians. At the same time, this leading trade fair offers the dental industry an incomparable showcase and discussion forum for those innovations that drive the collaboration between the laboratory and dental practice forwards," said Dr Markus Heibach, Executive Director of the Association of German Dental Manufacturers (VDDI).

At the 2015 show, more than 2,000 exhibitors will be showcasing their latest products in the field over 150,000 m<sup>2</sup>. Alongside the exhibition, dental professionals will have the opportunity to attend numerous lectures and presentations. ◀



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# Another record outcome for IDS

An interview with Koelnmesse Chief Operating Officer Katharina C. Hamma

■ With registrations in early January already surpassing those for the 2013 show, a record number of dental companies will be at the next edition of the International Dental Show (IDS). Over 125,000 dental professionals are also expected at the world's largest dental showcase, which will be held in Cologne in Germany in about a month's time. *today international* had the opportunity to speak with Chief Operating Officer Katharina C. Hamma about the challenges that come with organising such a large event and what new offerings visitors can look forward to this year.

*today international:* According to the latest figures released by the Association of German Dental Manufacturers, the domestic market for dental products and services has exhibited very strong development over the last two years. Would you consider this to be the main reason for the ongoing growth of IDS?

Katharina C. Hamma: The prospects for the International Dental Show 2015 are excellent once again and in March, Cologne will become the global meeting point for the international dental industry. We are expecting more than 2,150 companies from 56 countries at the world's biggest trade fair for dentistry and dental technology a new exhibitor record for IDS.

Of course, the strong German domestic market, all sectors of which are traditionally completely covered at IDS, makes a large contribution towards the success of the industry's leading trade fair. Thus, the current growth recorded by the International Dental Show is attributable to the participations from abroad. In 2015, the share of international exhibitors is 70 per cent, which means a significant increase has been achieved compared to the previous event.

**Which countries do they come from?**

The international scope and the breadth and depth of products and services on offer at IDS are unique on a worldwide scale. This is underlined by the ongoing success story of IDS, to which a new chapter is added every two years.

At this point it looks like more foreign companies than ever will be attending the show. Here in Cologne, they can reach customers from all over the globe, while visitors can learn about the latest innovations from dental manufacturers from Europe, North and South America, the Middle East and Asia Pacific. After Germany, the countries with the largest share of exhibitors are the US, South Korea, China, France, Switzerland, Taiwan, Turkey, Israel and the UK. Overall, there will be 16 joint booths at IDS, which are being organised in collaboration with public or private export promotion organisations and associations.

With regard to visitors, approximately 50 per cent came from outside Germany in 2013. Overall, we saw people attending from 149 countries. In addition to large contingents from the

key markets in Europe (France, Italy and the UK), our growth was driven by increasing participation by dental professionals from Eastern Europe, particularly from the Balkans. Attendance by those from North and South America also increased significantly. Most new visitors are mainly from the Middle East and East Asia, however.



\* Katharina C. Hamma,  
Chief Operating Officer of Koelnmesse.

**Connecting existing technologies will be a main focus at IDS. What challenges does this development pose in terms of infrastructure and logistics?**

That is right. Every two years, the IDS is a technical and logistic challenge, which we always master with exceptional success together with the GFDI, thanks to our experience and capabilities. Numerous exhibitors carry out elaborate live demonstrations at their stands or present state-of-the-art devices and equipment.

Correspondingly, the technical equipment available in the exhibition halls of IDS has to be both flexible and compatible. In addition to the stand construction, we provide our exhibitors with a sophisticated, technical infrastructure, such as for example PC systems, audiovisual media, the appropriate electronics or lighting and sound technology that is adapted to their requirements. An elaborate exhibition stand also involves the companies carrying out correspondingly intensive construction activities. Here, apart from supplying the necessary technical equipment, we provide our customers with the additional support of the trained and flexible service staff of our service provider.

**What other fields of dentistry will be prominent at IDS?**

Once again, the whole spectrum of the dental industry, including all leading providers, will be represented. This ranges from products and services for dental practices to laboratory equipment, infection control, maintenance and services.

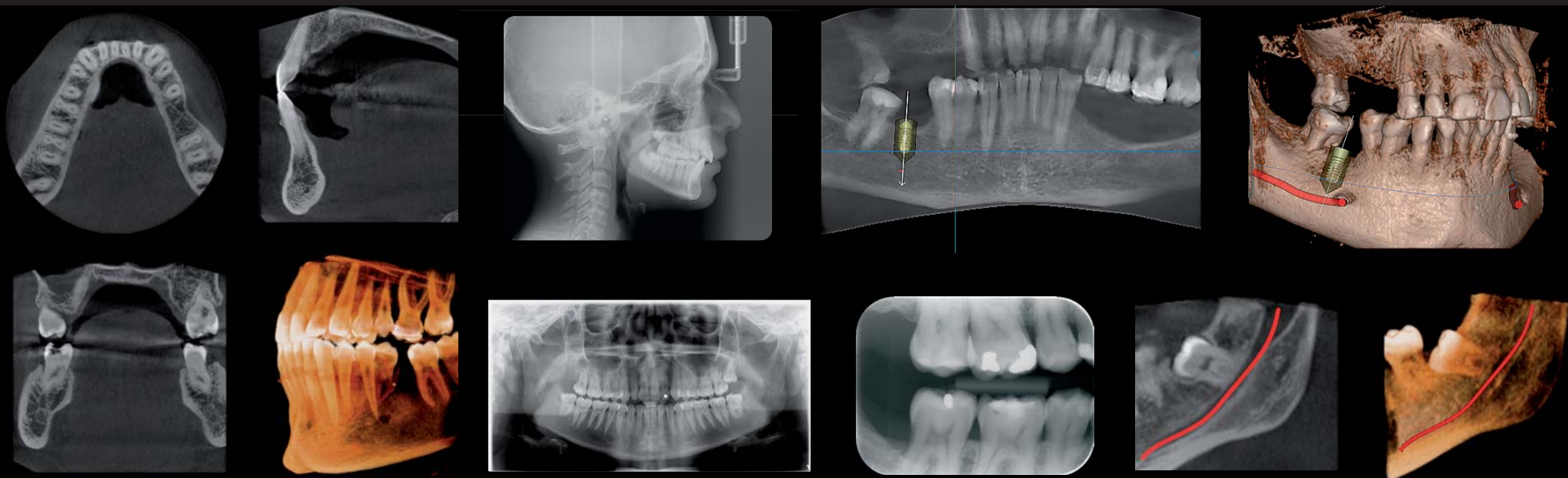




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