

today



Scenes from Hinman Dental Meeting

Have fun with signs, shoot some hoops and get the inside scoop on a lot of different products.

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An even better camera for dentists

The digital camera designed with dentistry in mind just got even easier and faster to use.

»page 8



Spend time polishing, not sterilizing

This new hygiene handpiece was designed with proper sterilization procedures in mind.

»page 16

A tradition of excellence

By Kristine Colker and Fred Michmershuizen, **today** staff

■ The 106th Thomas P. Hinman Dental Meeting is well underway here in Atlanta, and the Georgia World Congress Center is abuzz with dental practitioners who have gathered for a comprehensive educational program, an opportunity to connect with compatriots and plenty of opportunities for socializing.

A lot of the meeting's excitement can be found in the exhibit hall, where dental practitioners are invited to partake in a wide range of offerings. Many companies are showcasing new technology designed to advance the quality of care dental practitioners can offer their patients.

One such company is Anutra Medical (booth No. 612), which offers inno-

» see EXCELLENCE, page 3



• Jason Clark, left, shows off the EyeZoom adjustable magnification loupe with a green laser insert, while Matt Oren wears the XVI in the Orascopic booth, No. 1407. While stopping by to check out these loupes and headlights and others, make sure to have your badge scanned for a chance to win an Endeavor Headlight. (Photos/Kristine Colker, **today** Staff)



• James Cassidy, DMD, and Charlie Cassidy, CDT, present 'A New Approach to In-Office Splint Fabrication Using Lost Wax Technique in a Closed System' on Thursday morning in the Learning Lab Tech Co-Op. (Photo/Kristine Colker, **today** Staff)

So much to learn

By Kristine Colker and Fred Michmershuizen, **today** staff

■ A large part of the annual tradition at the Hinman meeting is a strong focus on education, and there are plenty of ways for meeting attendees to learn. Whether you are a dentist, a hygienist, an assistant, a lab technician or a member of a dental office staff, opportunities to expand your

horizons abound here in Atlanta.

Offerings include lectures, workshops, table clinics, a learning lab and even a special booth in the exhibit hall (No. 1453) where you can schedule a 20-minute, one-on-one session with an expert in your field of interest.

Also in the exhibit hall, many companies are offering educational presentations right in their booths each day.



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Photo courtesy of Luciana Arcaro, DDA, CDT, MBA.



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Attendees wander the exhibit hall just minutes after the doors open Thursday morning.

EXCELLENCE from page 1

vative local anesthetic delivery with a focus on enhanced efficiency for the practitioner and an improved experience for the patient. To help spread the word on the “science of buffering,” Anutra has brought in a number of key opinion leaders. One of them is Dr. John Olmsted, who is offering a live product demonstration today from 9:15 to 9:30 a.m. Other speakers for Anutra include Lois Banta, Shannon Pace and Dr. Damon Adams.

In addition, Ryan Vet, vice president of marketing for Anutra, is speaking at 10 a.m. today at the New Product Showcase, located in Room A-402/403.

Planmeca USA (booth No. 627) is introducing a 3D ULD Certification Program to promote dialogue between patients and their dental practitioners on imaging radiation levels. “A Planmeca ProMax 3D system using ULD (Ultra Low Dose) can drastically reduce patient radiation by up to 77 percent, without a statistical reduction in image quality,” said Brett Hines, president of Planmeca USA, in a company press release announcing the certification program.

Due to attention in the lay press about this issue, the company said, it's more likely that dental patients, too, may have questions and concerns. To help encourage these conversations about imaging safety, Planmeca is offering the complimentary certification program exclusively for its ProMax 3D ULD-capable systems.

The program includes office display materials, access downloadable digital materials for use on a prac-



Doug Price, left, and Adam Winik at Planmeca (booth No. 627), which is introducing a 3D ULD Certification Program to promote dialogue between patients and their dental practitioners on imaging radiation levels.

tice's website and social media outlets, a searchable database of certified dentists, and more.

Many other companies here in Atlanta are offering their popular, tried-and-true products and services. Case in point is Atlanta Dental Supply (booth No. 1311), whose booth is one of the first you will see as you enter the exhibit hall.

Some exhibitors are featuring promotions tied in with the NCAA

basketball tournament, while many other companies are offering exciting show specials or giveaways. One such company is Orascopic (booth No. 1407), where you can have your badge scanned for a chance to win an Endeavor Headlight.

The exhibit hall is open today until 6 p.m. and again tomorrow from 9:30 a.m. to 3 p.m., so you still have time to get the most out of your experience at Hinman.

Scenes from Thursday



• Tom Richardson, president of Atlanta Dental, left, and Gary Kirkus help celebrate the company's 150 years of service. Stop by booth No. 1311 to learn more about everything the company has to offer and to also take a photo holding one of these cute signs yourself!



• Phil Pasit of Tokuyama (booth No. 419) wants everyone to stop by for their free mini kit.



• Julie Harder and Brad Kilbane show off Designs for Vision's 4.5x MicroEF HDi Wireless LED Scopes. Stop by booth No. 1001 to try them on and see how they'll work for you.



• Becky Heitmann at the Nanova Biomaterials booth, No. 315, is happy to tell you all about the flowable and universal composites the company offers, among other products.



• Lisa Hull, left, and Bill Turner have a lot to offer you at the Shofu booth (No. 1519), including the Beautifil II LS composite and the EyeSpecial C-3 digital camera that was designed specifically for dentists.



• Allison Stancil, left, and Simone Ellis at the Microcopy booth, No. 1521.



• Sherry Kim, left, and William Kim can tell you all about the evo fill duo at the DiaDent booth, No. 1645.

Photos by
Kristine Colker,
today Staff



• The team at Bisco (booth No. 1337) has a new bulk fill composite, REVEAL HD, for you to come test out.



• Alcee Metevier shows off Coltene's BRILLIANT Everglow at booth No. 1237.



• The perfect chair is waiting for you at the RGP booth, No. 637. Come test one — or all — of them out today.



• David Williams with the Lightwalker laser at the Fotona booth, No. 825.



• Are your basketball skills up to par? Stop by the Hinman Hoops area, located just behind Aisle 300 in the exhibit hall, between 11:30 a.m. and 1 p.m. and between 4 and 5:30 p.m. today for your chance to win some cash. The attendees who can score the most baskets during each of the two time frames will win a \$100 gift card. Second place gets \$50 while third heads home with \$20. The event is sponsored by Atlanta Dental.

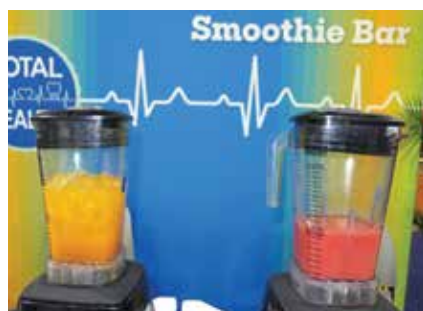
• It's not just fun and games at the TSG Safety booth, No. 830. Angela Thompson and Matt Thompson also help dentists meet OSHA requirements. The company offers training, inspections and program development. Stop by to learn more — and to maybe play a little air guitar, too.



• Henri Paszkiewicz speaks to an attendee about the benefits of VOCO's new SolFlex 3-D printer at the booth, No. 701.



• At the Avid booth, No. 330, President/CEO Chris Carron, left, and Ellis Bentley Jr. are happy to tell you all about the new Avid Premiere Hygiene Handpiece.



• For \$6, you can get a tasty smoothie while also helping to sponsor scholarships for dental students. Located in the Total Health Pavilion (booth No. 1553), smoothies are just one part of this massive booth. There are also massages, free snacks and lectures. Earn one hour of C.E. for each hour of attendance.



• Want to learn about Glidewell Dental's new glidewell.io in-office solution? Everyone at booth No. 929 is happy to fill you in.



• Gabrielle Smith, from left, Dan Norton and Chris Van Tine at the Sage Dental booth, No. 505.



• Brad Winter, left, and John Hinton have the solution for your buffering needs at the Anutra booth, No. 612.



• David Okeson, left, and Steve Lyons want to make sure all your AED and defibrillator needs are met at the ZOLL Medical Corporation booth, No. 1713.



• Andy Culver, left, and Mark Hofman stand in front of the Vantage pan-ceph system at the Midmark booth, No. 919.



• If it's handpieces or instruments that you're in the market for, you'll want to head straight to the Brasseler booth at No. 937.



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EyeSpecial adds features for faster and easier use

Pre-programmed shooting modes enable digital camera users to navigate through tasks without extensive photographic skills or experience

By Shofu Dental Staff

■ According to Shofu Dental, capturing high-quality clinical photographs in a predictable and consistent manner has been the hallmark of EyeSpecial C-2, the first digital camera designed exclusively for dentistry.

A third-time recipient of the prestigious Cellerant's Best in Class Technology Award, the EyeSpecial C-2 captures images for case documentation, diagnosis and treatment planning, patient communication and education, insurance verification, legal documentation and dental lab collaboration.

Proprietary to Shofu's camera are dental-specific, pre-programmed shooting modes that enable clinicians, assistants, hygienists and dental laboratory technicians to navigate through their photography tasks without the need of extensive photographic knowledge or experience.

For instance, in order to record orthodontic photographs with the EyeSpecial camera, an operator will just need to select the button corresponding to FACE MODE to capture extraoral images.

In a similar method, an operator will choose STANDARD MODE to achieve anterior and buccal intraoral photographs, and MIRROR MODE to accomplish occlusal pictures.

For every step of any photo series, the EyeSpecial will automatically set the appropriate f-stop, aperture and focal length to deliver an ideal photograph, leaving an operator with the selection of a pre-programmed mode.

Incorporating intuitive, high-tech functions tailored specifically for dentistry, the EyeSpecial camera is designed to handle dental applica-



■ The new and improved EyeSpecial C-3 digital dental camera helps dental practices and laboratories increase patient acceptance and productivity. (Photos/Provided by Shofu Dental)

tions without requiring any retrofitted add-ons. Specifically, one of the more useful features of Shofu's camera is the ISOLATESHADEMODE, which instantly grays out the gingival tissue to improve visual perspicacity for accurate shade analysis and communication with a dental laboratory technician.

When combined with a draw/edit function, which allows for making notes directly on images, this attribute may be of a value for an effective treatment evaluation or a discussion about the progress or challenges in a treatment modality.

Equipped with a cropped-frame, high-resolution sensor and ultra-innovative FlashMatic module, a proprietary system of ring and dual-point flashes, Shofu's camera demonstrates true-color reproduction and an exceptional depth-of-field range, according to the company.

Here in Atlanta

For a live camera demonstration and to learn how the new EyeSpecial C-3 can improve communication with your dental laboratory and patients, stop by the Shofu booth, No. 1519.

The EyeSpecial also possesses anti-shake attributes that ensure clear images with each use. The panoramic LCD screen of the camera is larger than displays and viewfinders of typical digital single-lens-reflex (DSLR) and point-and-shoot cameras, and it can be operated with a gloved hand.

The screen employs gridlines that facilitate a proper image alignment, helping reduce the risk of photographing patients at an incorrect angle.

Engineered to provide function-

ality, the ultralight (weighing ca. 1 lb) EyeSpecial camera complies with the most stringent infection control protocols. The heavy-duty camera's body is water-, chemical- and scratch-resistant, and it can be swiftly disinfected with a sterilizing towelette, virtually eliminating the possibility of cross-contamination.

The latest model of this smart camera, EyeSpecial C-3, is packed with plenty of milestone upgrades, including a larger sensor, a faster processor, optimized software and a higher resolution LCD screen, all of which will help the entire dental team achieve their photography tasks in a more intuitive, faster and easier fashion, the company asserts.

For a live camera demonstration and to learn how the new EyeSpecial C-3 can improve communication with your dental laboratory and patients, visit Shofu's booth, No. 1519.

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