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3Shape orthodontics gets exclusive integration with American Orthodontics Bracket Systems

Copenhagen, April 18, 2017– 3Shape announces its Indirect Bonding application becomes the first orthodontic software solution to integrate digitally with proprietary American Orthodontics Bracket Systems libraries.

The exclusive integration enables orthodontists and labs using the FDA-cleared 3Shape indirect bonding solution to first, plan patient treatment using the virtual American Orthodontics Bracket System library and then, bond the physical AO brackets using digitally-designed transfer trays.

Select American Orthodontics Bracket System libraries can be accessed directly in 3Shape orthodontic software. Treatment planning and bracket placement of the virtual libraries are made using a digital study model of the patient and/or with the 3Shape Indirect Bonding module. The models are created with a TRIOS intraoral scan or conventional impression scanned with a 3Shape dental lab scanner.

After treatment planning, the *real* American Orthodontic brackets are placed on the patient using transfer trays also designed with the 3Shape indirect bonding software and printed with a 3D printer.

“We are very excited about the exclusive integration with American Orthodontics and being the first indirect bonding solution used with their popular bracket systems,” says Allan Junge Hyldal, Vice President 3Shape Orthodontics.

“There are so many documented advantages to indirect bonding. Because of this, 3Shape is very active in building digital integrations with leading bracket libraries like American Orthodontics. We ensure that professionals using 3Shape orthodontic solutions have the largest selection of treatment opportunities for their patients.”

“We are pleased to become the largest and most comprehensive library available within 3Shape orthodontics and partner with them in providing orthodontic labs and practices around the world with high quality digital treatment solutions” says American Orthodontics Vice President of Marketing Michael Terrill.

About 3Shape Indirect Bonding

The 3Shape indirect bonding functionality enables users to optimize fixed appliance installation and ensure precise bracket positioning with the help of real-time collision detection tools.

Studies show that indirect bonding improves the patient experience by reducing treatment time (1) and chair time as well as lessening physical and mental stress, since the clinical procedure is simpler than direct bonding (2) and more comfortable for the patient. (3)

American Orthodontic Bracket Systems are now available in the 3Shape software. For further information see:

<http://www.3shape.com/en/customer+programs/ortho+partner+integrations/bracket+library+integrations>

About American Orthodontics

American Orthodontics is the largest privately held orthodontic manufacturer in the world, proudly based in Sheboygan, Wisconsin. Since 1968, American Orthodontics has been manufacturing quality orthodontic products and peripherals for customers in more than 100 countries. More than 90% of American Orthodontics' products are manufactured at its Sheboygan headquarters using highly automated production equipment and a skilled, dedicated workforce. With 14 wholly owned subsidiaries, a direct sales force in North America, and a global team of exclusive distributors, American Orthodontics is a true orthodontic industry leader, committed to providing customers quality products, personalized service and dependable delivery.

About 3Shape

3Shape is changing dentistry together with dental professionals across the world by developing innovations that provide superior dental care for patients. Our portfolio of 3D scanners and CAD/CAM software solutions for the dental industry includes the multiple award-winning 3Shape TRIOS intraoral scanner, the game-changing 3Shape X1 4-in-1 CBCT scanner, and market-leading scanning and design software solutions for dental labs. Two graduate students founded 3Shape in the year 2000, and today the company's fast-growing team of employees in 19 offices worldwide is serving customers in over 100 countries. 3Shape's products and innovations continue to challenge traditional methods, enabling dental professionals to treat more people more effectively. www.3shape.com.

1. Effectiveness and efficiency of a CAD/CAM orthodontic bracket system: Matthew W. Brown, Lorne Koroluk, Ching-Chang Ko, Kai Zhang, Mengqi Chen, Tung Nguyen
2. Indirect bonding: a technique for precision and efficiency: Guenthner TA, Larson BE
3. Efficient and effective indirect bonding: Sondhi A, Am J Orthod

