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Cefla leads in design & technical innovation at GNYDM

Charlotte, N.C. 04th December 2015 – Attendees of the Greater New York Dental Meeting in search of insights into the latest advances in dental products, techniques and technologies found the best of the in the Cefla booth. The biggest buzz at the event surrounded the all new MyRay Hyperion X5, the smallest wall-mounted panoramic imaging system in the world. Visitors learned that big things really do come in small packages; the X5 can be installed in virtually every dental office, and it's packed with a wealth of HD projections including multi-layering panoramic. With a simple user interface and elegant design, everyone saw firsthand why the exceptional X5 won the 2015 Red Dot Award for Product Design.

Cefla exhibit visitors also experienced the maximum image-sharing speed of the Hyperion X9, saw the RXDC eXTend, MyRay's latest version of its high-frequency X-ray unit, and marveled at the Xpod, a pocket-sized medical device, capable of instant diagnostic-quality radiographic images in the palm of your hand. Visitors were able to demo the new MyRay C-U2 HD intra-oral camera who proved without a doubt to it be the leading the miniature revolution. In addition, the Anthos R7 universal integrated treatment center shown in the booth attracted forward-thinking dental surgeons interested in working with a company dedicated to adapting its offerings to a variety of operating styles.

"Having our products in close proximity to competing products at this show clearly demonstrated that we are developing ideas that are superior in both technology and design," says Cefla General Manager Massimo Di Russo. "Innovation is our hallmark, and it



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always will be. We're looking forward to a year full of new product launches in 2016 as digital dentistry forges into the future.

In addition to MyRay and Anthos, Cefla Medical Solutions is a leading source of some of the world's most technologically innovative and revered dental brands, including NewTom and Stern Weber brands now sold in North America. Cefla's multi-faceted organization and experienced engineering staffs are dedicated to driving the evolution of the industry and helping to lead professional changes and requirements throughout the world.

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Cefla Medical is part of Cefla s.c., a private, employee owned cooperative with headquarters in Imola, Italy. In business for over 80 years, our employees are also owners that are highly involved in the corporate structure. We operate with long-term sustainability in mind, not simply short-term profits. We work diligently to foster principles of cooperation throughout the organization and as such are able to benefit from synergies in every aspect of design, engineering and manufacturing.

Visit Cefla Medical on the web: <http://www.cefladental.com> or contact Jacqueline Liger, Marketing Manager (jliger@ceflaamerica.com). To reach Cefla North America by phone: 704-598-0020.