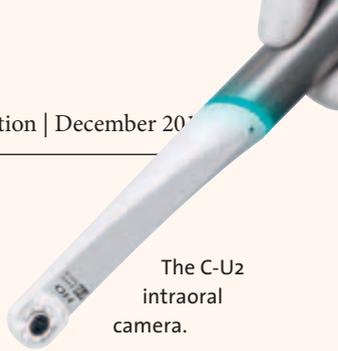


# MyRay: New products coming to U.S.



The C-U2 intraoral camera.

*MyRay Hyperion X5 is smallest pan unit ever; C-U2 intraoral camera has innovative HD sensor*



The MyRay Hyperion X5 automatic focusing and Morphology Recognition Technology (MRT) eliminates the need to manually set exposure parameters and patient jaw size. The unit's high signal-to-noise ratio clarifies clinical details, and the broad focal layer ensures quality images in every circumstance.

Photos/Provided by Cefla

By Cefla Medical Solutions Staff

In addition to making history as the first-ever, wall-mounted panoramic imaging system, the MyRay Hyperion X5 has the distinction of being the smallest pan unit ever available, which enables it to be installed in virtually every practice, according to the company.

With an ultra-simple user interface, the X5 achieves up to 15 high-definition 2-D projections, including multilayer-panoramic, bitewing and quick-pan modes in just a few simple steps. Installation is quick, with minimal time and cost, according to the company.

The X5's automatic focusing and Morphology Recognition Technology (MRT) eliminates the need to manually set exposure parameters and patient jaw size. This achieves precise positioning each and every time, while guarding against under- or over-exposure.

The unit's high signal-to-noise ratio clarifies clinical details, and the broad focal layer ensures quality images in every circumstance. Thanks to the iRYS image management software that's included with every MyRay device, Hyperion X5 can share its images with all of a practice's PCs. No other imaging option streamlines workflow more, according to the company.

## C-U2 intraoral high-definition camera

The C-U2 intraoral high-definition camera has ushered in a new era in patient communication with clear, high-

contrast, real-time images, plus footage that showcases the esthetics of a smile or a single tooth with maximum high resolution, according to the company.

Thanks to the F/8 lens aperture and the innovative HD sensor, 16:9 aspect-ratio and 1280-resolution images are achieved and benefit from homogeneous light and natural colors under all circumstances.

The progressive-scan digital video system is incorporated into a nimble and precise handpiece for complete flexibility and perfect image capture. It connects via USB to both Windows and Mac operating systems to provide automatic on/off, live video and still images. A multifunction button and automatic focus-free adjustments make it easier than ever to view, browse, enlarge and save. Use of MyRay's iRYS software platform makes storing and processing images easy and seamless. With the C-U2 HD, the high-definition examination has definitely come of age, the company asserts.

In addition to being behind MyRay, Cefla Medical Solutions is a leading source of many other technologically innovative dental brands, including Anthos, NewTom and Stern Weber brands now sold in North America. Cefla's multifaceted 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.

For more information, you can visit Cefla in booth No. 2000 in the exhibit hall at the Greater New York Dental Meeting. You also can visit the company online at [www.cefladental.com](http://www.cefladental.com).

## ← SIROWORLD, page A4

"Consistently, Sirona strives to provide dental products that improve the patient experience and benefit the practice lifestyle," Augins said. "It makes sense that we would also give dental professionals the business tools needed to enhance their brand and product offerings to further their success. Daymond John has proved himself as an innovator in industry and a formidable business mogul whose insight will motivate and inspire attendees."

Additionally, Dr. Mike DiTolla will present the latest technology advancements in dentistry, and Fred Joyal of 1-800-DENTIST will share how dentists can take their current social media strategy, tactics and implementation to the next level of customer engagement, profitability and ROI.

"SIROWORLD members need a wide variety of skills both clinical and in business," Augins said. "Not only will attendees walk away with business techniques

to improve their practice, they will also leave the event with information that will help them increase practice productivity and tips to successfully use social media to further enhance their dental practice."

SIROWORLD is a membership-based community in which like-minded visionaries gather to create the largest network of technology-driven dental professionals. Membership includes access to the annual SIROWORLD event featuring three days of world-class educational sessions, abundant networking opportunities, unsurpassed entertainment and special celebrity appearances.

Additionally, SIROWORLD members may attend exclusive educational events at major U.S. trade shows, get optional VIP access/reserved seating and join special SIROWORLD trips (e.g. IDS visit or Sirona Bensheim visit), all while learning from and connecting with the greatest minds in digital dentistry and being among the first to learn about new software and updated technologies from Sirona.

• At the Chicago Dental Society meeting, Sirona is hosting a SIROWORLD Superheroes of Dentistry party on Friday, Feb. 26, at the House of Blues. Attendees are encouraged to dress in their best super hero costume.

• A special SIROWORLD event is also planned during the California Dental Association meeting in May. More details, including location, special celebrity speaker, date and time, will be announced at the SIROWORLD kick-off celebration in New York City.

"We are excited to launch these SIROWORLD events and continue our long-standing tradition of delivering world-class education and outstanding entertainment to the dental community," said Augins. "Having several events throughout the year leading up to the annual SIROWORLD event in Orlando planned for August 2016 will showcase the best of SIROWORLD on a national stage. Certainly, all participating dental professionals will be enriched as a result attending these celebrations."

Pricing for SIROWORLD is now available at \$1,995 a year for a membership and \$2,995 a year for VIP membership and includes entrance into all of the celebration events planned at the trade shows and the annual event in Orlando. Total Office membership packages are currently available for \$5,995, for a total savings of \$4,000 off list price, and include SIROWORLD membership for up to six people. For further details on SIROWORLD membership and information, please visit [www.SIROWORLD.com](http://www.SIROWORLD.com) or contact your Patterson representative.

## About Sirona Dental

Sirona has served dealers and dentists worldwide for more than 130 years. Sirona develops, manufactures and markets a complete line of dental products, including CAD/CAM restoration systems (CEREC®), digital intraoral, panoramic and 3-D imaging systems, dental treatment centers and handpieces. Visit [www.sironausa.com](http://www.sironausa.com) for more information about Sirona and its products.

## ← NIGHTLASE, page A8

up at follow-up appointments. NIGHTLASE is biologically different than other laser protocols that have been previously used.

The focus with traditional protocols was to induce fibrosis and limit tissue mobility, whereas NIGHTLASE is focused on reducing the collapsibility of the upper airway and maintaining natural tissue mobility.

## Cosmetic procedure: Intraoral facial rejuvenation

SMOOTHLASE is another thermally mediated therapy using the Lightwalker laser. It was developed to be used intraorally for facial rejuvenation.

Depending on the depth of the vestibule, practitioners are able to treat wrinkles, lines and sagging from the infraorbital area to the angle of the mandible. This includes peri-oral vertical lip lines and the "disappearing lips" often

seen in mature adults. SMOOTHLASE uses a high-tech proprietary handpiece that enables virtually painless therapy requiring no injections or anesthetics. The procedure shows immediate results that continue to improve over the course of treatment and beyond.

Compared with chemical and surgical alternatives, SMOOTHLASE is an all-natural therapy, with no requirements for injecting toxins or artificial fillers.

Using the Lightwalker laser, practi-

tioners can now offer patients cosmetic and health improvements that reach beyond restorative and rehabilitative dentistry.

Editor's note: *Shiffman will be presenting these and other cutting-edge laser dental procedures at the 2015 Greater New York Dental Meeting from 2-5 p.m. on Sunday, Nov. 29. Additionally, you can visit Fotona in booth No. 3433 in the exhibit hall at the Greater New York Dental Meeting.*