

Business Europe



Sigrid Smitt Goldman, CEO and Executive Chairman of 3DISC Americas (Photograph: Claudia Duschek, DTI)

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Heron IOS: A solid entry into the intra-oral scanner market

by Claudia Duschek, DTI

At the recent International Dental Show (IDS), global dental imaging technology specialist 3DISC launched Heron IOS, its new intra-oral 3-D scanner designed for taking digital impressions. At the company's booth at the trade fair, *Dental Tribune Online* met with Sigrid Smitt Goldman, CEO and Executive Chairman of 3DISC Americas, to learn more about the device and the importance of digital technology in the dental practice.

Ms Smitt Goldman, what are the main features of the new intra-oral 3-D scanner?

The [Heron IOS](#) is a solid entry into the intra-oral scanner market for [3DISC](#). It is a device that was really created for dentists rather than the laboratory and therefore has some unique features. The first one is weight: at only 183 g, it is a very lightweight device, making it much easier to hold and handle. Many competing products are significantly heavier, around 600–700 g.

Another important aspect for us was the ergonomics. Dentists have to perform many tasks one-

handed, so any device needs to be operable with one hand. In contrast to other scanners, the tip of the Heron IOS is rotatable, allowing scanning of the upper and lower jaws, as well as the sides, without having to rotate the whole device, with the best possible ergonomic grip.

It is also very fast, allowing the dentist to perform a full-arch scan in less than 5 minutes.

Intra-oral scanners have been around for some time. However, not many dentists seem to have adopted this technology in their daily practice. Why is that in your opinion, and is this situation going to change in the near future?

You are right; we are currently still at a very low adoption rate of about less than 10 per cent worldwide. However, I think this a technology that is coming out of its infancy and is getting to a level at which it is reliable and exact enough to be a genuinely useful tool.

The pioneers of this technology have done a great job in introducing it to the market, but it has still been too difficult to use, impression taking took too long, a great deal of post-work was required, and it was often not affordable or profitable for the dentist.

Therefore, our main aim is to educate dental professionals and convince them of the benefits this technology holds in contrast to conventional analogue impressions that dentists have been taking for many years. It has reached a great level of reliability and can be a time-saver for the user and increase patient comfort.

I am convinced that, in the near future, the whole digital workflow will be a major selling point for dentists. By combining the scanner with other digital items, they could offer restorative work in one day—something that patients will start looking for and prefer.

How has the scanner been received by IDS visitors, and when will it be available?

We have received great feedback from the visitors at the show. Shipping of the Heron IOS will start in the fourth quarter of this year. More information can be found on our website, www.3disc.com.

