‘A comfortable scanning experience’

3Disc unveils its first intraoral scanner, designed with ergonomic comfort in mind

By today Staff

In an interview, Sigrid Smitt Goldman, CEO and executive chairman of 3DISC, discusses new intraoral scanning technology, its features and benefits, and the overall shift from traditional to digital dentistry.

Here in New York, 3DISC is showing off its new Heron IOS for dental professionals. What can you tell us about this new intraoral scanner? The Heron is designed and manufactured in the United States and is the smallest and most compact IOS in the market that delivers a powder-free, full-color scan. We spent a lot of time with dentists throughout our design process to create a lightweight, ergonomic design that ensures a comfortable scanning experience for both the user and the patient.

The Heron utilizes a unique and proprietary technology that is designed to optimize the speed, accuracy and precision of the unit. We feel that the scanner truly excels at these fundamentals. We combined these properties with a completely open system format that outputs PLY, OBJ and STL files that can be opened by any design software and used with any milling system. We want the dentist to have the optimal flexibility in choosing his or her lab and production partners.

What would you say are the key benefits of the Heron IOS and why should clinicians want to purchase one? The unit’s small size and its light weight will impress right out of the gate. We are proud of our rotatable tip that allows the operator to grip the scanner in the same way for both upper and lower arch scans. This feature ensures ergonomically sound use in any scenario.

The scanner carries a simple price model: You simply buy the scanner at an affordable price. There are no license fees, annual costs or per-scan fees. We believe this approach is honest and allows a buyer to understand the cost of ownership without complications. Add to that the flexibility of an open system in a highly competitive market, which will ensure that the dentist can shop his lab and production work to find the best and most affordable solution at any time.

We believe this makes the Heron a solid choice for buyers looking for quality, flexibility and value.

3DISC aims to cater to solo to midsize practices. What are the benefits such practices can expect from your products? The Heron IOS is affordable, easy to use, and has a small footprint designed for chair-side placement. It brings full-color and powder-free scanning to practices at a one-time cost and with the natural choice for practices looking for ongoing flexibility and freedom of choice. We think this concept makes sense for everyone, but perhaps particularly the solo to midsize practices.

The Heron provides this set of benefits without compromising scanning speed or quality of the result.

Any additional success factors for Heron IOS and 3DISC in the market place? The team behind the solution is an important success factor. In the development phase, we worked closely with dentists and key opinion leaders to provide us with constant feedback. This feedback has been invaluable to us in creating and improving the product. We think that is why we are able to present the dentists with a scanner that fulfills their needs.

Are there any other products that you would like attendees to know about before they stop by the 3DISC booth? We are also showing our FireCR Dental reader. This computed radiography/PSP system for dental professionals is an affordable exam-room based solution, and the natural choice for practices looking for a full-featured system that delivers high-quality digital images quickly. It comes with the QuantorDent Imaging Software that facilitates easy image acquisition, processing and management. The intuitive workflow allows users to enhance images, allowing for more precise diagnosis.