**KaVo challenges market with lines of ESTETICA E30 treatment units**

SINGAPORE: With its two lines of ESTETICA E30 treatment units, the German dental equipment manufacturer KaVo is offering the company’s proven quality, reliability and efficacy at an entry-level price. From March 2013, units in the Essential Line can be equipped with the integrated PIEZOsoft ultrasonic scaler, which, according to the company, boasts intelligent technology for optimal treatment results. The line is complemented by the E30 halogen lamp and the new MAIA LED lamp.

Dentists can also benefit from the future-proof ESTETICA E30 Evolution Line, which comes with the light and optimally balanced INTRA LUX KL 703 motor featuring an optional endo function for fatigue-free work.

With the novel KaVo CARE Technology, an intelligent feedback system, and four different power levels, the PiezoLED ultrasonic scaler achieves higher removal rates for a wide range of indications, KaVo said. The KaVoLUX 540 LED delivers up to 40,000 lux for an ideal field of illumination that is homogenous and has accurate edges, as well as reduced shadows.

According to KaVo, the dentist element of the ESTETICA E30 can be individually configured with five cartridges. All functions of the chair and the instrument can be controlled intuitively through direct buttons and the KaVo colour scheme. ESTETICA E30’s soft cushion and the double-jointed headrest are intended to provide greater comfort for the patient, while the adjustable height of the patient chair (between 550 and 850 mm) allows clinicians to work in a relaxed posture in any treatment position.

In addition, the chair’s removable components and easy-to-clean surfaces provide for much better hygiene. Continuous disinfection and manual intensive disinfection functions provide permanent germ reduction, the company said.

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**Special show at Sino-Dental**

German industry announces research station for Beijing

BEIJING, China: In addition to supplier presentations, the German dental industry will be staging a special show at this year’s Sino-Dental exhibition and scientific conference. The organisers said that the latest innovations and research results in dental medicine and technology in Germany will be presented at the German pavilion, which will be transformed into a research station for the show.

In order to give visitors an insight into this unique partnership, the organisers will be setting up a research station with dental surgery and laboratory areas. Guided tours will explain the individual production stages, covering such topics as conservative dentistry, prosthodontics and CAD/CAM laboratory work. The tours will be given by representatives of the respective dental manufacturers. In addition, the front of the pavilion will provide a glimpse into the station using a wide variety of media.

The organisers also announced that German Dental Day will be celebrated on 10 June. The event will feature a symposium for specialists held by German dental scientists. Prof. Stefan Schultz-Mosgau, director of the department of oral and maxillofacial surgery/plastic surgery at the Jena University Hospital, and Dr Daniel Rothamel, assistant doctor at the department of oral, maxillary and plastic surgery at the University Hospital in Cologne, will be lecturing on possible future solutions in dentistry.

The show is being organised in collaboration with the German Federal Ministry of Economics and Technology, the Association of German Trade Fair Industry and the Association of German Dental Manufacturers.
“At some point in time, the dentist is going to want an all-Sirona office”
An interview with the new Sirona CEO Jeffrey T. Slovin

Claudia Duschek: Mr Slovin, this year’s IDS marks your seventh altogether and your first as CEO of Sirona. Would you please describe some of the impressions of the last days?

Jeffrey T. Slovin in talks with DTI editor Claudia Duschek.

I have been in the dental business for 14 years and I have always enjoyed the IDS. Since it is my first show as CEO of Sirona, this IDS will certainly be an memorable one that I will never forget. The most exciting development for me is that the solutions we are presenting at IDS were engineered in the time when I was about to become CEO. Seeing all of these products exhibited at the show is something that makes me very proud of our employees and company.

With regard to technological developments, I see a lot of companies trying to establish themselves in CAD/CAM today, a business Sirona has been involved in for 28 years. Today we serve more than 50,000 CEBO® customers all over the world. I think that we are very well positioned to further drive digital dentistry.

Indeed, digital workflow is one of the most used expressions these days. Yet, has digital technology arrived in dental practices?

This digital workflow development is comparable to the transition of film to digital cameras. Today almost all cameras are digital. In dentistry, it is primarily a matter of where practitioners are located. In some areas, it takes longer for adoption, but the reality is that digital dentistry is the future. We see it here today at IDS and it is not a matter of if but when a dental practice will adopt digital. Dentists want their patients to benefit from safer and faster treatment solutions, and I see it coming to life with our CAD/CAM-for-everyone approach.

And how would you assess Sirona’s position in this development as compared to other companies?

These days, many companies talk about being digital, but the ability to truly integrate digital technology as an expertise and great competence of Sirona. With the 25 innovations we have introduced this year, one can see the power of Sirona with regard to integrated solutions. While others have only one digital solution or integrated workflow, Sirona offers a whole integrated process because our products can be connected. At some point in time, we think that the dentist is going to want an all-Sirona office.

Coming from the US and knowing the American dental market very well, what kind of differences have you noticed in Europe and Germany in particular?

I have been to many countries, but what I think in common for all dentists is that they want to practice better, safer and faster dentistry. All patients want to spend less time in the dental chair. This adds significantly to patient acceptance and their experience. Because of that, digital dentistry, digital workflows and integrated solutions matter because not only do dentists benefit from simplified and faster procedures but primarily the patient does, too. I think Sirona is in the best position to help dentists experience all the advantages of the digital workflow.

Heraeus sells dental business
Multi-million dollar transaction subject to regulatory approval

TOKYO, Japan/HANAU, Germany: The precious metal and technology group Heraeus announced that it has recently parted with its dental business, Heraeus Dental, the group stated. With its acquisition of Heraeus Dental, the group plans to expand onto the global dental market very well, and has a strong presence on the Japanese domestic market, the company stated. With its acquisition of Heraeus Dental, the group seeks to expand into the global market and to drive future growth in the overseas dental materials market.