

Digital Dentistry ASEAN PARTNERS MEETING

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(FROM LEFT) RODOLPHE SAIDNATTAR, MATTHEW LANDRIGAN AND YUJI OGAWA OF DGSHAPE.



A REGIONAL DENTAL EVENT, DIGITAL DENTISTRY ASEAN PARTNERS MEETING, WAS HELD IN HO CHI MINH CITY, VIETNAM AMID MUCH INTEREST IN THE SECTOR FOLLOWING NEW LAUNCHES AND ANNOUNCEMENTS AT THE IDS 2017.

Digital Dentistry presents new opportunities for dental professionals to better serve the needs of the dental markets in Southeast Asia. From Singapore and Jakarta to Kuala Lumpur and Bangkok, many dental professionals in the region are discovering the benefits of digital dental processes and gearing up to adopt efficient workflows and best practices in Digital Dentistry.

The recent IDS 2017 was further proof of the significant developments in the field of Digital Dentistry. The milling and CAD/CAM devices, for example, have been further developed and were a main attraction for visitors at the IDS. Now, dental laboratories from around the world have more choice in terms of technology and products they want to adopt in the laboratory for Digital Dentistry.

Even in other parts of Southeast Asia such as Vietnam, there have been positive developments and keen interests in Digital Dentistry. This was clearly evident during the

“Digital Dentistry ASEAN Partners Meeting” held in Ho Chi Minh City from 4-7 April 2017.

The event was co-organized by DGSHAPE, CIM System and 3shape – some of the biggest names in the field of global Digital Dentistry. Held at the 5-star Caravelle Hotel, the meeting was attended by representatives of resellers from all over the region including Singapore, Malaysia, Indonesia, Thailand, Myanmar, Cambodia and Vietnam.

The meeting provided an ideal platform for all the hardware and software providers to get together and present information and share ideas with a regional market perspective. It was also an opportunity for the partners to provide detailed updates on the latest developments in Digital Dentistry.

Katerina Iakovenko of 3Shape kicked off the meeting with presentations on the following topics:

- New Lab scanners portfolio & Dental System 2017
- 3Shape TRIOS & Design Studio
- Implant Studio
- Digital Orthodontics

The big news from 3Shape was the introduction of its brand new E scanners for dental labs and TRIOS 3 Wireless, which were officially launched at the IDS 2017 show in Germany.

The meeting also provided a great opportunity for DGSHAPE to be officially introduced to the Southeast Asian market. Formerly known as Roland DG, DGSHAPE is now the new brand name and business entity for the 3D milling machines, 3D printers, engraving machines and photo impact printers by Roland DG.

Mr Yuji Ogawa, Head of Sales/Market Development at Japan-based DGSHAPE Corporation, presented the company's new branding entity as



well as its future directions in the field of digital dentistry. He also introduced the company's first dental 3D printer – DWP-80S.

Mr Ogawa emphasized that DGSHAPE had gathered important feedback from a base of 6,000 users before developing its latest range of products.

Mr Matthew Landrigan, DGSHAPE Product Specialist who is based in Sydney, Australia, and Mr Rodolphe Saidnattar, Business Development Manager of DGSHAPE, then introduced the latest milling machine from DGSHAPE: DWX-52DC.

The DWX-52DC is the newest addition to the company's DWX series dental mills and incorporates new automated functions for the production of precision dental restorations.

The DGSHAPE representatives also elaborated on the current dental products lineup including the DWX4, DWX4W and DWX51D models.

DGSHAPE now offers the dental industry both additive (3D printing) and subtractive (milling) manufacturing processes to improve the workflow of dental technicians.

On the software side, Mr Marco Cervini, Asia-Pacific Operations Director of CIMsystem, presented a general introduction of the Italian software company as well information on Asian Sales Model and Technical Support.

Tech Specialist Mr Adeson Guan then provided more detailed information on the company's product portfolio: MillBox, Make & Mill, Pyramis and Dental Shaper. He also provided technical demonstration and application examples on the following topics: Implant Bridge and Stabilizer sintering support.

On the materials side, Ms Jia Wei Moy presented the Shofu Dental CAD/CAM product range, particularly the new HC Block and Disk, while Mr Tom Behaeghel presented the Vita CAD/CAM products.

The Digital Dentistry ASEAN Partners Meeting was well received by the regional participants, who also gave some feedback and suggestions about the event during a sharing session. The overall meeting was well organized and comprehensive in terms of the latest products and technology presented. One highlight of the social programs at the end of the meeting was the evening river-cruise on a huge boat along the coastal areas with splendid views of the city skyline while having sumptuous spread of Vietnamese-style seafood. 





Introducing DGSHAPE 3D Business

Japan-based Roland DG Corporation has transferred its 3D business to a newly established and wholly-owned subsidiary, DGSHAPE Corporation. The 3D business consists of the development and sales of 3D milling machines, 3D printers, engraving machines and photo impact printers.

Since introducing the world's first desktop-sized 3D milling machine in 1986, Roland DG has developed a variety of innovative digital technologies.

Their 3D products are acclaimed worldwide for compact size, ease-of-use and affordability. The products are used for a wide range of applications from creating product prototypes and educating students in product design to crafting custom items.

DWX milling machines

In 2010, Roland DG leveraged its 3D milling technology to introduce the DWX series dental milling machines used for fabricating dental prostheses such as crowns, copings and bridges. The DWX series has gained recognition among dental labs worldwide for their precision, user-friendliness, robust reliability and open system.

Today, the DWX series has become a major growth engine for Roland DG's 3D business, accounting for 60% of sales in that segment.

Faced with significant changes throughout its 3D product portfolio, Roland DG determined that the best approach for increasing visibility for its growing 3D business would be to spin it off as an autonomous company.

DGSHAPE will provide further value throughout the dental market by developing marketing channels with dedicated sales and marketing teams, bringing fresh technical innovation to digital fabrication tools and developing solutions based on the open system concept.

DGSHAPE notes that some manufacturers in the dental market provide closed systems that assist with the fabrication of dental prostheses, with packaged systems consisting of dental scanners, CAD/CAM software, milling machines and proprietary materials.

DGSHAPE, on the other hand, has adopted the "open system concept," where users can combine Roland DG dental milling machines with popular scanners and CAD/CAM software, and choose the optimum

dental prosthetic materials for their patients rather than being locked in to one manufacturer.

Mission and Vision

According to Mr Kohei Tanabe, president and CEO of DGSHAPE, the mission of DGSHAPE Corporation is to harness the 3D digital fabrication technologies and expertise that Roland DG has developed over more than three decades as well as its proprietary digital cell production system and global customer service and support system in order to provide advanced digital manufacturing and fabrication solutions.

"DGSHAPE intends to deliver a greater level of added value that advances a new age of digital fabrication by not only developing innovative hardware and software, but by providing more efficient production workflows, enhanced service and support including consulting and an open innovation environment that can generate a thriving business through exploiting next-generation technologies such as Cloud, IoT, AI and robotics," said Mr Tanabe. dpn

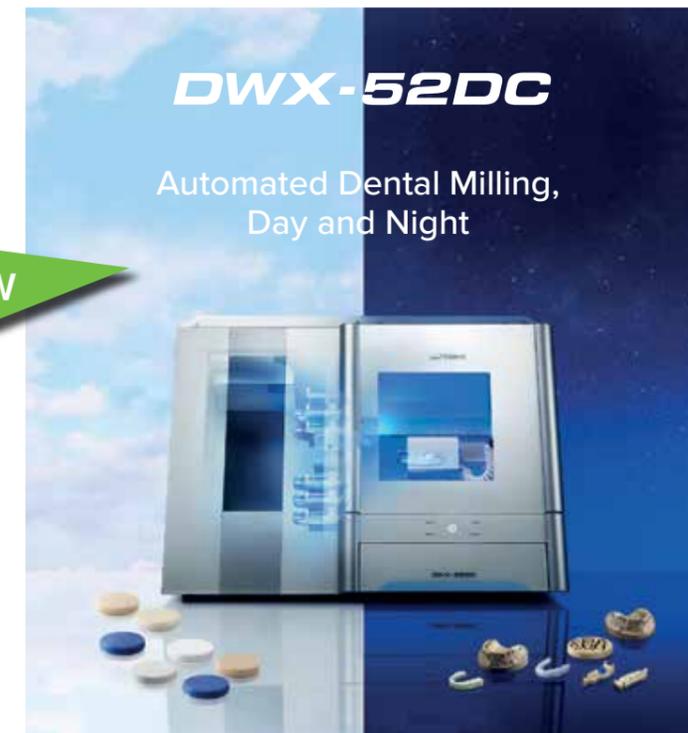


DENTAL SOLUTIONS



Advanced 3D Printing Technology for Denture Creation

Calling it "simple" does not do justice to the effortless production of the DWP-80S. At the touch of a button, users can print custom trays, base plates and frameworks. Combined with Roland's new Quick Denta 3D software, creating precision denture components has never been so convenient or accessible.



5-Axis Dental Mill with Automatic Disc Changer

Whether you are looking to maximise your productivity or need the flexibility of automated production across a wide range of materials, the DWX-52DC with 6-slot Automatic Disc Changer has got it covered. Set it up to run in the confidence that the DWX-52DC will deliver consistently high-quality dental restorations, day and night.



DWX-4W
Wet Dental Mill



DWX-4
4-Axis Dental Mill



DWX-51D
5-Axis Dental Mill

Visit www.rolanddg.com.au/dgshape, speak to an Authorised Roland Dental Dealer or call 1800 500 119 to learn more.

Strong Demand for Dental Milling Services



MR CUONG (LEFT), CEO OF NHA VIET DENTAL GROUP WITH RODOLPHE SAIDNATTAR.

A special guest during the Digital Dentistry ASEAN Partners Meeting was Mr Tran Ha Huy Cuong, CEO of Nha Viet Dental Group, which operates one of the biggest dental milling centers in Vietnam.

Mr Cuong shared with the audience about the business model and success story of his dental milling business, which is based in Ho Chi Minh City. The Nha Viet milling center is one of the biggest users of Roland DG milling machines in the region.

The milling center currently serves over 120 dental labs in Vietnam, including 20 VIP customers who are supplied about 300 units per month. Overall, the Nha Viet milling center mills over 10,000 units of zirconia copings a month.

“Since the establishment and development of our milling center, our target has always been to provide milling service where the quality is always stable, and the price affordable,” says Mr Cuong.

He notes that the key trends in the

market now are the developments in Digital Dentistry. Besides digital oral scan, CAD/CAM and Sintering Laser Metal (SLM) technologies are also among the popular trends now and in the future, he adds.

Will the market for dental milling services grow further in Vietnam and the region? Mr Cuong certainly thinks so.

“Outsourcing is a crucial trend in most dental manufacturing in order to minimize manufacturing costs,” says Mr Cuong. “This is not only in Vietnam but also in other countries in the world. Developing markets in Asia are my top priority in the near future as we diversify our products like Zirconia (Lava, Bruzir, Argen), or different sorts (Customize Abutment, Bar Abutment). We’re also taking part in dental exhibitions such as IDEM, and doing some advertising in dental magazines in Asia.”

Mr Cuong emphasizes that the quality and services of his milling center are competitive for the regional market such as Malaysia and Singapore labs.

“Thank to seven years of experience in the dental industry and using modern technology and products such as Roland DG machines and 3shape scanners, and milling for our dental partner in America, we’re confident that we can meet any technology requirements as well as any quantity for the markets in regional countries like Malaysia and Singapore,” says Mr Cuong.

As for expansion plans for the milling center, Mr Cuong says he hopes to participate more in dental exhibitions in Asia in order to have deeper understanding of the needs of customers in different countries and provide specific solutions for them.

In addition, Nha Viet Dental Group also plans to cooperate more with US-based Argen, one of the top American companies specializing in milling, to serve dental labs in Asia. 