

Press release

ORTHOPHOS SL wins coveted Red Dot Design Award 2015

Sirona set new standards for technology as well as design with the ORTHOPHOS SL X-ray unit presented at the IDS 2015. The product won the renowned Red Dot Design Award, giving it an edge over the strong international competition.

Bensheim/Salzburg, April 15, 2015. In the 60th year of this important competition for product design, 1,994 companies from 56 countries took part with a total of 4,928 innovations. Sirona was one of the winners with its ORTHOPHOS SL X-ray unit. Prof. Peter Zec, initiator and director of the Red Dot Award, offered his congratulations. "With its submission, Sirona has proven highest competence, which has now been rewarded in the most important competition for product design." Zec pointed out that German products and businesses were noted in particular for their quality and recognition factor. "These criteria are invaluable amidst fierce global competition."

The jury, consisting of renowned designers, respected design professors, and design journalists from 25 countries, evaluated all submissions live at the scene. Some of the factors to be assessed were the degree of innovation, ergonomics, and functionality. The overall evaluation also included the system integration capability of the product.

The ORTHOPHOS SL X-ray unit, which can produce both 2D and 3D images with incomparable image quality, has a unique, modern design that ultimately convinced the jury of the iF product design award as well. And the ORTHOPHOS SL is in good company with other products from Sirona: Both the smallest intraoral color camera on the market, the CEREC Omnicam, and the inEos X5 scanner were given the coveted awards in the last two years. For Sirona, these awards are both a recognition of achievements and an incentive. "Good design is not an end in itself, but it contributes considerably to the fact that our products are easier to use. Every design prize thus confirms the user friendliness and high quality of our products," says Jörg Haist, Product Manager for Imaging Systems at Sirona.

Two new technologies for even sharper images

The ORTHOPHOS SL expands the ORTHOPHOS family and combines two new technologies to deliver an outstanding X-ray image. Firstly, the Direct Conversion Sensor used here for the first time better utilizes X-rays by converting them directly into electric signals. Secondly, a reconstructive Sharp Layer technique was added to the highly developed panoramic process in the ORTHOPHOS SL. Several thousand individual projections taken in one revolution make it possible to create a digital reconstruction with extraordinary sharpness, allowing users to carry out a lingual buccal examination even afterward.



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SIRONA IN SOCIAL NETWORKS



ABOUT SIRONA

Sirona is the global market and technology leader in the dental industry and has been a worldwide partner for specialist dealers, dental practices, clinics and dental laboratories for more than 130 years. Sirona develops and produces the complete spectrum of dental equipment products, including CAD/CAM systems for computer-assisted ceramic restorations (CEREC), digital imaging systems for intraoral and panoramic x-rays, as well as volume tomography (3D), treatment centers, instruments and hygiene devices. Sirona's largest development and production site is in Bensheim, Germany. The company has more than 3,300 employees around the world and has been listed on the NASDAQ since 2006 (symbol: SIRO).

> www.sirona.com

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Press release

Coveted design award

Large, well-known, and international – the Red Dot Award for product design is being awarded this year for the 60th time and is highly regarded in professional circles. With over 17,000 submissions from more than 70 countries, the Red Dot Design Award is one of the biggest design competitions in the world. It is subdivided into three categories that are announced and judged separately – product design, communication design, and design concept. The coveted trophy is the Red Dot, the international seal of design quality.

IMAGES

are available on the website under [> Download.](#)



Fig. 1: The new ORTHOPHOS SL with innovative imaging technology ensures top image quality for 2D and 3D X-rays



Fig. 2: Easy, ergonomic operation of the ORTHOPHOS SL with the new EasyPad control panel.