

Please send trade news information and illustrations to Kate Craig at the BDJ, 64 Wimpole Street, London W1G 8YS.

For details see the 'How to use' section of the contents page.

## Business as usual for DMDS UK Ltd

Dental equipment company DMDS (Demed Direct Services) UK would like to reinforce that it is open for business and is in no way connected to DMDS Inc. America or DMDS Apollo.

DMDS offers a range of dental equipment direct to the dental profession in the UK. For further information call 01227 78009 or visit [www.dmdsuk.com](http://www.dmdsuk.com).

**Reader response number: 052**

## Dental distraction from Medivance



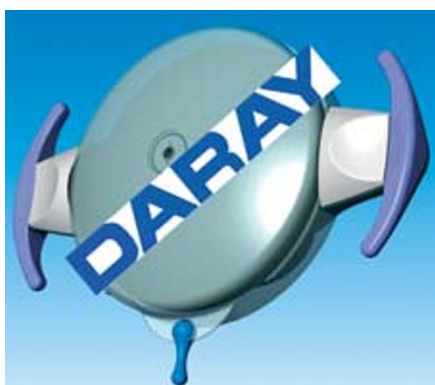
Medivance's i-glasses help relax and distract patients while undergoing dental treatment.

The i-glasses are placed over the patient's eyes, with small headphones over their ears. They are connected to an external video-audio source such as a television, video or DVD and the patient is able to view the film or programme. The glasses create an illusion of a giant 80-inch screen suspended in space, 11 feet in front of the user, complete with stereo sound. They weigh only eight ounces.

The glasses mean the mouth is left totally accessible and gives no interference.

**Reader response number:**

**051**



## Hooray for Daray

Daray Lighting Ltd claims its twin beam Bilite offers the ideal light pattern for dental interventions while reducing shadow to a minimum.

The Bilite Integral has been designed as a direct replacement for the Daray Mark I and Mark II dental operating lights. Wherever an earlier model of a Daray dental operating light has been installed, the Bilite Integral provides a cost-effective upgrade and will fit into the existing mounting in a matter of minutes. A transformer built into the primary arm eliminates the need for rewiring or additional electrical work, or the purchase of a replacement mounting.

New at this year's Dental Showcase is the first in a range of dental operating lights using a parabolic reflector. This light will be the flagship of Daray's parabolic dental light programme. Two further models will be launched during 2002.

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## OrthoWorld introduces 'invisible braces'

The UK's only corporate orthodontic group, OrthoWorld Plc, which owns a chain of orthodontic practices throughout the UK, is introducing Invisalign, a revolutionary new way of straightening teeth, to Britain for the first time.

Invisalign uses a series of clear removable aligners to achieve the job of traditional braces. Invisalign, which can straighten the teeth of adults as well as teens with fully developed dentition teeth, is nearly undetectable unlike metal wires and brackets.

The Invisalign system uses a series of clear plastic 'aligners', each of which is subtly different from the last, to straighten teeth over a period comparable to other orthodontic procedures.

To find out more about the process call 0870 990 9212 or visit the Invisalign website at [www.invisalign.com](http://www.invisalign.com) or [www.orthoworld.co.uk](http://www.orthoworld.co.uk).



## Virtual mouth modeller from TMS



Team Management Systems has introduced the new Medivision Systems Virtual Mouth Modeller, which is compatible with TMS's 'Arthur' for Windows dental software system.

The new mouth modeller incorporates a full range of treatments and dental conditions, the aim being to offer a realistic, virtual mouth representation to the patient. The treatments are read directly from the Arthur surgery module's dental chart, allowing the charted mouth to be viewed in 3-D animation.

**Reader response number:**

**055**