

Please send trade news information and illustrations to Kate Craig at the BDJ, 64 Wimpole Street, London WIG 8YS. For details see the 'How to use' section of the contents page.

Taking a Schein to Software of Excellence

Software of Excellence have announced the acquisition of the software division of Henry Schein Technologies. The purchase means that Software of Excellence now own the DSD and Clockwork products in addition to EXACT.

Software of Excellence claims the expansion reinforces the company's position as the leading provider of software products to UK dentists.

Managing Director Errol Kent comments: 'The dynamics of the entire software market will benefit considerably from this consolidation. To date, there has been a huge choice of software products available to UK dental professionals, the most successful of which are very sophisticated and function rich. However, the investment which is required to develop Windows based software is massive, with the costs only recouped if the resulting product is purchased by a large number of users.'

Mr Kent goes on to say that the continued dominance of this sector by a strong company will bring many benefits to users.

Software of Excellence will continue to support DSD and Clockwork products and their users for the foreseeable future although the hope is that these customers will decide to switch to EXACT in the future, at such a time as a change is contemplated.

Reader response number: 052



Picture perfect

Oral-B are giving away a Fisher-Price toy with orders for two dozen toothbrushes from each of their children's ranges. The toy is to help keep children entertained while they wait for their appointments.

Oral-B's range of children's toothbrushes includes the 'Mickey Mouse' brush aimed at children two and above, the 'Mickey for Kids' range for four-year-olds and over and the 'Radical Control' brush for pre-teens.

Reader response number:

051

Blackwell cleans up

Blackwell Supplies have launched Citrizyme, a concentrated enzymatic suction cleaner, instrument pre-soak and ultrasonic cleaner.

Citrizyme is manufactured as a concentrated citrus flavoured powder for dilution in warm water.

Citrizyme is available in 300 gram containers at £28.50 each.

Reader response number: 053



Twinkle twinkle little tooth...

Prestige Dental have been appointed UK distributors for Twinkles tooth jewellery.

Two introductory kits are available from Prestige to UK and Eire dentists only. The first kit comprises eight 24 ct gold studs of the most popular designs for £180 + VAT and the second kit includes all 24 designs and costs £499.95 + VAT.

Prestige Dental also offer a complete marketing package for the dentist, including a waiting room poster and patient literature plus geographical listings of dentists offering the service for requests made to Prestige Dental.

Contact Prestige Dental free on 0800 591175 for marketing information.

Reader response number: 055

Enjoy a white Christmas

Rembrandt Christmas Gift packs from Grafton include a festive gift box, 3oz tube of Rembrandt toothpaste (mint, original or sensitive), a three pack of Tocola Tooth Towels and a pot of Carmex Lip Balm.

The packs are supplied in outers of 12 at just £5.99 per Gift pack (£71.75 per outer) plus VAT and with a recommended retail price of £7.75 per gift pack.

Grafton claims that regular use of Rembrandt whitening toothpaste has been proved to whiten the teeth up to two shades.

Stocks of Rembrandt Christmas gifts packs are limited, to order call Grafton directly on free phone 0800 581 303.

Reader response number: 054



Please send trade news information and illustrations to Kate Craig at the BDJ, 64 Wimpole Street, London W1G 8YS. This issue the trade focus is **X-ray Imaging**. Trade news is supplied as a service to the reader and does not imply endorsement by the BDJ. Normal and prudent research should be exercised before purchase of use of any product mentioned.

On the right track

Dentrak Computer Systems has launched the CygnusRay MPS digital x-ray system.

By reducing radiation levels by over 90 per cent, Dentrak claim the CygnusRay MPS system will revolutionise dental x-ray procedures in the UK.

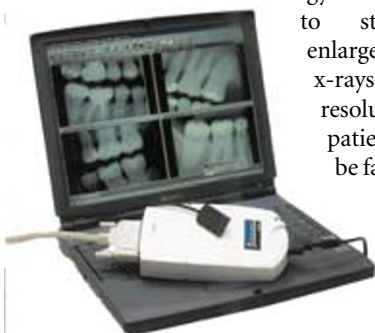
Backed by Cygnus Technologies' 15 years experience in dental imaging, Dentrak claims the new technology will enable dentists to store, review, enlarge and magnify x-rays to superior resolution, enabling patient diagnosis to be faster, easier and more accurate.

The Cygnus Ray's ultra thin sensor design

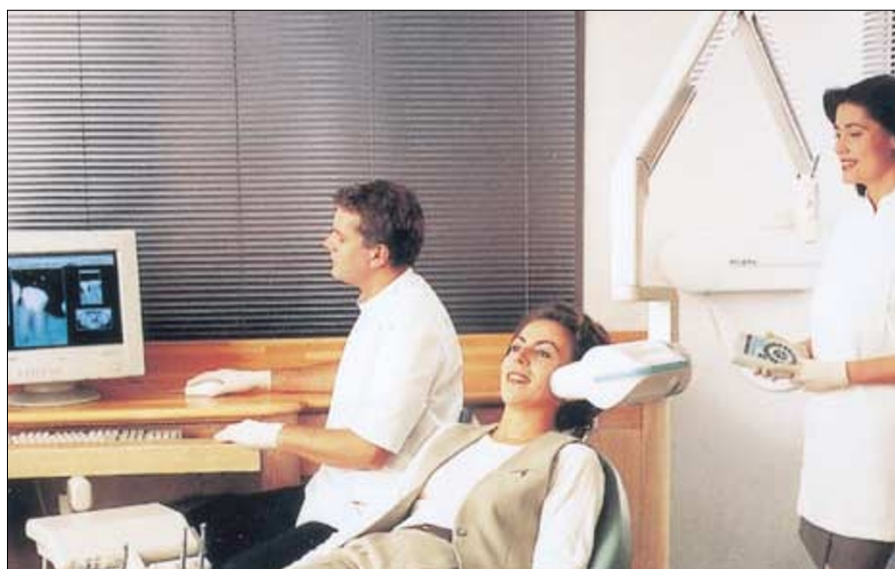
means that users can offer greater comfort to their patients than previously available.

The product also encompasses gentle rounded corners for comfortable placement in the mandibular area.

Reader response number: 057



Safety first for Trophy



The new range of Trophy Digital x-ray units is now available through KaVo.

The Trophy IRIX 70 CCX Digital is an intraoral x-ray designed for safety. Operation is simple and features include digital time exposure compensation for line voltage variations, connections for two x-ray tubes, a self-test diagnosis system, an alarm and the recording of any operating or technical error.

The Trophy Elytis uses Very High Frequency technology, reducing levels of radiation by 30 per cent and increasing the image quality for enhanced diagnosis. Both units are fully compatible with the Trophy Radio Visiography systems for digital radiography in the filmless surgery of the future.

Reader response number:

056

DMDS Digital

DMDS have launched the new Digital X-Ray, claiming it significantly reduces patient exposure to radiation by up to 90 per cent.

With Digital X-ray, the image is rapidly displayed on the computer monitor for

viewing by both dentist and patient.

DMDS claim maintaining a complete patient image history is easy with DMDS Digital Radiography Software. The electronic storage system allows instant recall of images.

Digital X-ray is also patient-friendly, with DMDS claiming the film sensors are the thinnest on the market at just 3.2mm thick.

Reader response number: 059



Focus on Oralix

The Oralix AC 65S wall mounted x-ray unit (pictured) from Henry Schein Procure is a traditional radiographic system for intraoral and extraoral applications.

The unit is equipped with a Densomat timer and 90-cm extension arm. The Oralix Ac 65S uses either conventional radiographic films or low dosage digital sensors and is fully compatible with DenOptix digital imaging system also available from Henry Schein.

The DenOptix system provides crisp digital pictures and software that provides a choice of features to perfect images to specific requirements.

Reader response number: 058

Go mad on Gimad

The Gimad 395 from Prestige is a compact x-ray developer for intra-oral films which has the ability to develop in 90 seconds.

The unit is so compact that it can be located in the surgery. It is easy to use and the orange viewing area allows optimal vision during the introduction of the x-ray. The film grip can hold two films. After 90 seconds a buzzer and indicator light show the x-ray is ready. It is available on trial prior to purchase.

Also available from Prestige is the NIX product range which includes Salibags, a disposable soft pouch which protects the intra-oral film from the patient's saliva.

Reader response number: 060

On film

Heraeus Kulzer Limited has introduced a new multi-layered extra-oral x-ray film which it claims produces consistently high quality diagnostic images with a wide range of photochemical processing systems.

Due to split emulsion layer technology, Agfa Dentus Ortholux produces precise detailed image definition throughout all degrees of blackening.

The film incorporates four layers of photographic emulsion, one high sensitivity layer and one low sensitivity layer on either side of the polyester support. This eliminates the cross-over effect and prevents out-of-focus images.

Agfa Dentus Ortholux can be combined with all green emitting intensifying screens. Phone 01635 30500 for further details.

Reader response number:

061



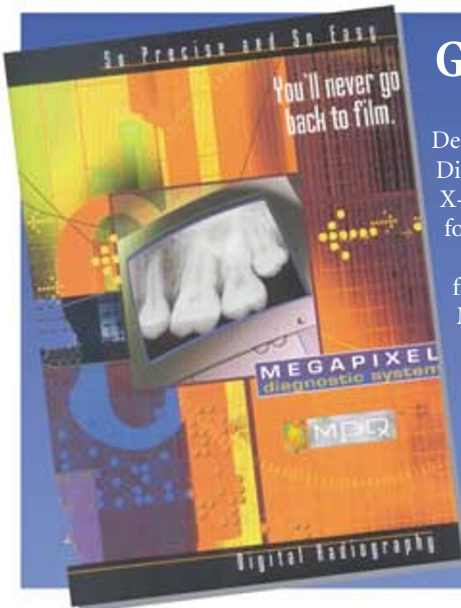
Simple sizing

KaVo claim the Trophy OrthoSlice 1000 is the only unit available providing panoramic, tomographic and cephalometric images as standard.

The OS1000 provides panoramic functions for adults in three different sizes, child panoramics, visualisation of the entire sinus on a single film, tmj programme and cephalometric images.

Reader response number:

062



Get real with MPDx

Dental Practice Systems digital MegaPixel Diagnostic System (MPDx) captures dental X-ray images in real time eliminating the need for film.

The system makes it easy to access patient files and capture an image by positioning the MPDx sensor in the patient's mouth. The image is displayed on the monitor almost immediately.

The MPDx can also be used with a scanner to convert existing x-ray films to digital so that full advantage can be taken of the system's features for organizing patient files. Call 01438 820 550 for details.

Reader response number:

063

Free offer with Orthoralix 9200

Henry Schein Procure are offering the Polo Intraoral camera free with the latest Orthoralix 9200 Radiography Unit for a limited time.

The Orthoralix 9200 is easy to install and safeguards both the operator and patient while in use. The unit affords complete freedom of horizontal x-ray generator movement, making it possible to obtain optimised radiographs, including projections, with constant magnification factors in both horizontal and vertical plains.

For additional details call Henry Schein Procure on 08700 102041.

Reader response number:

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