

Showcasing a smile

Align Technology has announced the launch of SmileView, an online tool, designed to help prospective Invisalign patients visualise a new, straighter smile before they opt for Invisalign treatment. Align's smile modelling tool is being showcased at the British Dental Conference and Dentistry Show.

SmileView tool is a computer-generated simulation of how a person's smile may look after teeth straightening. Within 60 seconds of taking a smiling selfie using the SmileView online tool on their smartphone or tablet, prospective patients can see what their new smile and straighter teeth may look like, with their own facial features.

Using a highly sophisticated machine learning algorithm, the automated system leverages a database of tooth movements from over 6 million Invisalign cases to provide a simulation of the person's dentition and projected outcome.

Align's new SmileView visualisation tool is designed to drive awareness and demand for teeth straightening using Invisalign treatment by engaging consumers and allowing them to see a simulation of what their new smile could look like. For those who request a consultation with an Invisalign doctor as the next step, SmileView tool will direct the users to the nearest doctors in their area via Find a Doctor tool or alternatively, via the Company's or Align's Smile Concierge team that can help consumers find an experienced doctor in their area and schedule an appointment.

For more information about the Invisalign system and to experience SmileView tool, visit www.invisalign.co.uk

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