



3D digital solutions for dental professionals

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Cadent rebrands OrthoCAD™ digital study models as OrthoCAD iCast™

CARLSTADT, N.J., May 16, 2008—Cadent, the leading provider of 3-D digital solutions for the orthodontic and dental industries, today announced that the OrthoCAD digital study model is being rebranded as OrthoCAD iCast™. The announcement was made at the American Association of Orthodontists 108th Annual Session, currently underway in Denver (Booth # 723).

OrthoCAD iCast digital study models enable practitioners to visualize cases electronically without the need to create and store plaster models. Orthodontists can assess case complexity on pre-treatment models and review clinical treatment results instantly through multiple sites, saving time. If a second opinion is needed, the orthodontist can electronically collaborate with colleagues on a treatment plan. With iCast, a digital file copy of all data and measurements for future reference is created and saved at Cadent's service center for a period of 14 years, ensuring that data is backed up. As part of the certification process, the American Board of Orthodontists now accepts digital study models submitted by orthodontists in lieu of pre-treatment hard casts, creating another benefit for using digital study models in the orthodontic practice.

"With more than 1.2 million digital study models processed, OrthoCAD iCast is the world's leading orthodontic digital study model system," said Terry Gunning, Chief Executive Officer of Cadent. "iCast offers orthodontists superb compatibility, state-of-the-art diagnostics and simplified storage and retrieval. iCast provides added value without added costs."

Cadent's orthodontic services, marketed under the brand name OrthoCAD™, provide 3-D digital models for orthodontic treatment planning and the correct placement of appliances. OrthoCAD iCast allows the orthodontist to make accurate measurements for a treatment plan while at the same time eliminating plaster model storage and retrieval issues. The OrthoCAD iQ™ system allows orthodontists to go beyond the study models to simulate treatment strategies and select and execute the most appropriate treatment plan that includes more optimal positioning of orthodontic brackets. OrthoCAD services reduce the treatment time and number of patient visits by an average of 25 percent, benefiting patients and orthodontists alike.

About Cadent

Cadent is the leading provider of 3-D digital solutions for the orthodontic and dental industries. The company services thousands of cases each week for a rapidly expanding customer base. Cadent's offerings improve the efficiency and effectiveness of orthodontic and dental treatments while increasing the revenue of dental healthcare providers. The company is backed by a consortium of leading venture capital investors including Apax Partners, Panorama Capital (J.P. Morgan Partners), Pitango Venture Capital, STAR Ventures and SV Life Sciences.