



527 Industrial Way West  
Eatontown, NJ 07724  
P 732-389-4500  
F 732-389-4998  
www.lanmarkgroup.com

News Release

**Media Contact:**

Erin Foster / Lanmark Group  
[efoster@lanmarkgroup.com](mailto:efoster@lanmarkgroup.com)  
732-389-4500 ext 128

**FOR IMMEDIATE RELEASE:**

---

## **Sirona Discovery Events Attract Hundreds of Dentists to Las Vegas**

- **CAD/CAM Discovery Seminar – August 25<sup>th</sup>-26<sup>th</sup>**
- **GALILEOS™ 3D Summit – August 25<sup>th</sup>-26<sup>th</sup>**

**Charlotte, NC (August 25th, 2010)** – More than 750 dental professionals arrived in Las Vegas to attend two separate Sirona (Nasdaq: SIRO) Discovery Events, which feature CE education programs for those who have expressed interest in learning more about the latest developments in CAD/CAM and 3D Cone Beam technology and how the integration of the two help to provide the most advanced patient care.

These two events precede the three-day CEREC® 25<sup>th</sup> Anniversary Celebration (CEREC 25) commemorating the 25-year anniversary of CEREC technology, and are being held at Caesars Palace.

**The GALILEOS 3D Summit** is the only CE seminar that demonstrates the full clinical integration of two breakthrough dental technologies: 3D Cone Beam imaging and CAD/CAM dentistry. Sirona enlisted the dental industry's most sought-after presenters:

- Mr. Imtiaz Manji, CEO, Scottsdale Center for Dentistry™
- Dr. Tarun Agarwal
- Dr. Jay Reznick
- Dr. Don Tyndall, MSPH, PhD
- Dr. Neal Patel

Topics covered during the GALILEOS 3D Summit include:

- Cone Beam & CAD/CAM – Together for Better Patient Care
- 3D Radiography – See Things from a New Perspective
- Practical Integration – Cone Beam Imaging in Your Office
- 3D Guided Surgery – A Specialist's Perspective

**-more-**



527 Industrial Way West  
Eatontown, NJ 07724  
P 732-389-4500  
F 732-389-4998  
www.lanmarkgroup.com

## News Release

### (2)

- Business Decisions Regarding Cone Beam Technology
- New Functions and Support Opportunities
- Special Case Presentations – A Complete Solution
- Hands-On Software Training Breakouts

**The CEREC CAD/CAM Discovery Seminar** is an educational experience that provides dentists with the information they need to make an informed decision about incorporating in-office CAD/CAM, digital impressions, and digital restorative dentistry into their own practices. Sirona enlisted an impressive lineup of distinguished dental industry speakers for the seminar, including:

- Mr. Imtiaz Manji, CEO, Scottsdale Center for Dentistry
- Dr. Dennis J. Fasbinder, MAGD, ABGD
- Dr. Todd Ehrlich, FAGD
- Dr. Sameer Puri
- Dr. James Klim, FAGD, FADFE, PC
- Dr. Armen Mirzayan
- Dr. Russell Giordano, DMSc, FADM

Bonus session, first day of CEREC 25, Thursday, August 26:

- Dr. Frank Spear
- Dr. Gordon Christensen, MSD, PhD
- Prof. Dr. Werner H. Mörmann
- Dr. Rella Christensen, RDH, PhD
- Dr. Mark Morin

Topics of discussion during the CEREC CAD/CAM Discovery Seminar include:

- Success of In-Office CAD/CAM
- CAD/CAM for the General Dentist
- Clinical Efficacy of CAD/CAM Materials
- Taking Your Practice to New Heights

Attendees of these Sirona Discovery Events can earn up to 14 CE credits while learning how integrating these technologies can benefit them on a daily basis. According to Michael Augins, President, Sirona USA, "The Discovery seminars are designed to offer an educational experience that will provide dentists with the information they need to make an informed

-more-



527 Industrial Way West  
Eatontown, NJ 07724  
P 732-389-4500  
F 732-389-4998  
www.lanmarkgroup.com

News Release

(3)

decision about incorporating in-office CAD/CAM, 3D Cone Beam, and digital dentistry into their own practices.”

### **About Sirona Dental Systems, LLC**

Sirona, the dental technology leader, has served dealers and dentists worldwide for more than 130 years. Sirona develops, manufactures, and markets a complete line of dental products, including CAD/CAM restoration systems (CEREC); digital intra-oral, panoramic, and 3D imaging systems; dental treatment centers; and handpieces. Visit <http://www.sirona.com> for more information about Sirona and its products.

###