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**ORMCO CORPORATION INTRODUCES INSIGNIA™ Ai**

*Award-Winning Insignia™ Advanced Smile Design™ Adds New Functionality and Digital Treatment Tools*

**ORANGE, Calif. (Jan. 21, 2014)**—[Ormco Corporation](#), a leading manufacturer and provider of advanced orthodontic technology and services, today announced [Insignia™ Ai](#), an enhanced Insignia™ Advanced Smile Design™ Approver Interface that features an easy-to-use software and integration of Damon™ System treatment mechanics. Introduced at the 2014 [Damon Forum](#), hosted Jan. 15-18 in Phoenix, the Insignia software update available for download next month, introduces a number of new functions for increased treatment customization.

Insignia Ai boasts a dramatically updated approver interface that is both user-friendly and visually appealing. Its clean, sleek design creates a more intuitive experience and now includes a Wizard that navigates users through the suggested approval process step-by-step to provide an added level of case support. For a clearer visual of the smile transformation a movie can be created that will superimpose the tooth movement from initial malocclusion to the final design of the patient's smile. Additionally, Insignia Ai has combined two occlusion tools into a simultaneous function that allows the clinician to interact with the patient's occlusion from multiple angles. This gives the clinician a higher level of interactive visualization to achieve both the aesthetics and occlusion they prefer.

"As the digital orthodontic technology leader, one of Ormco's main objectives is to provide orthodontists with a digital platform that is intuitive and advances the treatment process for maximum efficiency and the utmost in precision," said Patrik Eriksson, president of Ormco. "Insignia Ai takes digital treatment to the next level and puts added control in clinicians' hands. We've taken note of how our customers approach cases and have used this information to develop the features in this new iteration of Insignia."

In the Insignia Ai preferences section, clinicians now have the option to select the Damon archform as the basis of their patient's archform design. When selected, geometric algorithms based on the Damon archform will drive the design of the case. Additionally, the clinician will be able to view a virtual Damon ruler—an exact digital replica of the Damon Symmetry Template. These new tools will help Damon clinicians to achieve patient results that match their treatment objectives.

Insignia Ai will be available for download in the first quarter of 2014. For more information, please visit: [www.ai.ormco.com](http://www.ai.ormco.com).

Media interested in speaking with an Ormco spokesperson should contact Robin Dwyer at 619-234-0345 or [ormco@formulapr.com](mailto:ormco@formulapr.com). Connect on Facebook at [www.facebook.com/InsigniaSmile](http://www.facebook.com/InsigniaSmile), or Twitter at [@Ormco](https://twitter.com/Ormco).

**About Ormco**

For over 50 years, Ormco has partnered with the orthodontic community to manufacture innovative products and solutions to enhance the lives of our customers and their patients. Distinguished products range from

legacy twin brackets Titanium Orthos™ and Mini-Twin™ to self-ligating appliances with the Damon® System and active Prodigy™ SL. Ormco's Insignia™ Advanced Smile Design™ provides an all-inclusive solution with customized brackets, wires and placement trays for increased clinical efficiency. From personalized service to worldwide continuing education programs and marketing support, Ormco is committed to helping orthodontists achieve their clinical and practice management objectives. For more information, visit the [Ormco](#) website.

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