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Ormco Announces Insignia™ Advanced Smile Design™ Integration with 3Shape TRIOS® Scanner

Advanced Orthodontic Planning Software Will Now Accept Digital Scans from Expanded List of Intraoral Scanners

ORANGE, Calif. (June 20, 2016)—[Ormco Corporation](#), a leading manufacturer and provider of advanced orthodontic technology and services, announced [Insignia™ Advanced Smile Design™](#) is now integrated with 3Shape's TRIOS® Scanner. Insignia, a sophisticated computer-designed treatment planning and custom-fabricated software system, will now accept scans from 3Shape's digital color impression solution. The integration will take effect summer 2016. In addition to the ability to accept scans from an expanded list of intraoral digital scanners, Insignia introduced a new software update earlier this year. The software upgrade offers doctors redesigned Insignia Custom TIB tube options and dynamic case tracking for enhanced treatment planning.

"At Ormco, we're constantly in search of ways to strengthen our industry relationships and partner with established, respected players in the field of orthodontics," said Spence Miller, general manager, digital business unit at Ormco. "By integrating with 3Shape, we're pleased to be able to offer clinicians working with TRIOS impression files the opportunity to take advantage of the clinical excellence, precision and efficiency that Insignia can provide."

Orthodontists using 3Shape's TRIOS scanner can now submit digital impression files through Insignia. By selecting Insignia via their 3Shape Communicate™ account, orthodontists may leverage the Insignia software interface that combines 3-D diagnostic technology and interactive treatment planning to deliver a completely customized solution to patients. Insignia also accepts digital scans from Ormco's Lythos™ Digital Impression System and the iTero® Intraoral Scanner. Intuitive and fully interactive, Insignia takes into account the highly variable smile anatomy unique to each patient in order to conduct a thorough smile analysis.

"3Shape is always looking for new ways to increase TRIOS value for our customers," says Allan Junge Hyldal, vice-president 3Shape Orthodontics. "The collaboration with Ormco makes it possible for doctors to take advantage of the unique strengths of our respective products as well as offer their patients more choices for orthodontic treatments."

With the latest software updates, Insignia now offers customized TIB tubes with reduced profiles for optimal patient comfort and increased bond strength to ensure a controlled and reliable bonding experience. Additionally, the software upgrade includes an enhanced case tracking feature for improved treatment planning, scheduling and overall in-office efficiency. Insignia is now able to provide estimated delivery dates and real-time schedule adjustments to provide practices better, more accurate tracking and planning information to streamline day-to-day use.

To learn more about Insignia, please visit www.ormco.com.

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

About 3Shape

3Shape creates 3D scanning and CAD/CAM software solutions. Award-winning technology that enables dental and hearing professionals to treat more people, more effectively and with improved care. A privately-owned company, 3Shape has nearly 700 employees with a product-development force of more than 230 professionals. Offices and service centers located in the Americas, Asia and Europe serve customers in more than 100 countries. Company headquarters are in Copenhagen, Denmark. For more information, visit www.3shape.com.

About Ormco

For over 50 years, Ormco has partnered with the orthodontic community to manufacture innovative products and solutions that enhance the lives of our customers and their patients. Distinguished products range from legacy twin brackets Titanium Orthos™ and Mini Diamond to self-ligating appliances with the Damon™ System. 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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