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ORMCO CORPORATION REACHES SALES MILESTONE OF LYTHOS™ DIGITAL IMPRESSION SYSTEMS

Innovative Intraoral Imager Technology Attracts Progressive Orthodontists Nationwide

ORANGE, Calif. (Sept. 24, 2013)—[Ormco Corporation](#), a leading manufacturer and provider of advanced orthodontic technology and services, has reached a significant sales milestone for its [Lythos™ Digital Impression System](#), which became commercially available in May 2013 and began shipping in late-July. To date, the company has shipped more than 100 Lythos systems in North America and plans to start shipping to Europe and other parts of the world in the coming months. Ormco's Lythos Impression System effectively harnesses the power of digital scanning to capture intraoral data with accuracy and ease of use.

For increased patient and staff comfort, the lightweight and compact Lythos wand is ergonomically designed for the operator and allows for easy, painless access to the posterior of the mouth. Similarly, the unit weighs less than 30 pounds for convenient transport from operatory to operatory and features an easy-to-clean touch screen for flexible viewing of models on screen and when entering patient data. Additionally, Lythos' offers an open system where sterolithography (STL) files can be easily integrated with other manufacturers to produce a variety of custom appliances and/or study models.

"This sales milestone, achieved in such a short period of time, signifies the importance of utilizing today's high-tech digital tools to differentiate your practice," said Vicente Reynal, president of Ormco. "We truly believe that Lythos and digital treatment technologies are where the orthodontic industry is headed and we look forward to supporting clinicians in the continuous effort to enhance practice offerings and to streamline the treatment process."

Part of Lythos' popularity is due to Ormco's rebate program that reimburses clinicians every time scans are used for Insignia™ Advanced Smile Design™ or Clearguide™ Express cases. The unique rebate program ensures Lythos is a sound investment for practices. Another value-added feature is the integration of AFI Technology which generates 3D data in real time—versus post-process stitching. The resulting digital scan is an accurate, high-definition image detailing all angulations of the tooth surface and geometry of the arch.

To learn more about Lythos hands-on demonstrations, please visit www.ormco.com/lythos. Media interested in speaking with an Ormco spokesperson should contact Robin Dwyer at 619-234-0345 or ormco@formulapr.com. Connect with Ormco on Facebook at <http://www.facebook.com/InsigniaSmile>, or Twitter at [@Ormco](https://twitter.com/Ormco).

About Ormco

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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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