At the 2014 AAO Annual Session, Ormco™ Corporation unveiled Ormco™ Custom — the company’s end-to-end digital suite of products and services.

During hysterical in-booth mock debates, Ormco Custom candidates, Senator Tailor and Governor Cash, took the stage to argue which benefit of Ormco Custom is superior — personalization or profitability. If you missed the debates, here is a look at Ormco Custom’s suite of products.

**Insignia™ Advanced Smile Design™**

Insignia — proven to reduce treatment time by 37% with 7 fewer patient visits* — is a fully customized bracket system with an exact calculated per-tooth prescription based on each unique anatomy, bracket placement, and final position. Insignia™ Ai, the enhanced Insignia Advanced Smile Design Approver Interface, combines two occlusion tools into a simultaneous function for clinicians to interact with the patient’s occlusion from multiple angles. The occlusion tool is accompanied by a wizard to easily navigate throughout the entire submission and approval experience. For added personalization, clear precision placement guides (jigs) shipped with each Insignia case provide exact bracket placement on a patient’s tooth before curing.

**Lythos™ Digital Impression System**

Helping to make cumbersome PVS impressions a thing of the past, Ormco Custom includes the Lythos Digital Impression System. Lythos allows users to own, store, and send treatment scans to anyone that accepts .stl files — at no cost. The scanner uses AFI technology to capture and stitch together data in real-time, acquiring high-definition surface detail at all angulations of the tooth surface.

Unique to orthodontic impression systems, Lythos can provide up to 2.5 million 3D data points per second which results in a rapid single high-resolution scan. Lythos’ open platform format and rebate program ensure the scanner is a sound financial investment.

**AOA Lab**

Ormco’s laboratory arm fabricates customized appliances including class II correctors, aligners, splints, retainers, and more. To help streamline the practice workflow, AOA Lab accepts .stl files from a number of scanners but has a unique integration with Lythos to allow for an even easier submission process.

Learn more about Ormco Custom at [www.ormcocustom.com](http://www.ormcocustom.com).


This information was provided by Ormco Corporation.