

Welcome to the smiling world of SOREDEX™.



# SOREDEX™ Pride.Passion.Performance.

Company presentation

 **SOREDEX**

# A full-service imaging company

Soredex offers first-class imaging solutions by focusing on easy and fast workflow, contemporary design and innovative features.

We are a global leader in the design and production of state-of-the-art 2D and 3D imaging equipment for all Oral and Maxillo Facial applications.

Soredex is managed by a highly skilled team with extensive experience in digital imaging and cooperate closely with major global imaging professionals.



# Soredex in brief



- Soredex company name stands for: Sophisticated research in dental x-ray
- One of the world's leading imaging brands
- More than 400 employees worldwide are involved in all aspects of research and product development, manufacturing, global sales & marketing, and technical support
- Part of Palodex Group Oy which is owned by Danaher Corporation
- Exports account for over 98% of Soredex sales, with the major markets in the USA, Europe, Asia Pacific and Japan.
- Soredex has active customers and partners in more than 60 countries
- Headquarters, R&D and production lines of dental x-ray units and digital imaging systems in Tuusula, Finland
- Regional offices: Charlotte, USA and Schutterwald, Germany

# Palodex Group Oy

- One of the leading manufacturers of dentomaxillofacial and ENT imaging solutions in the world.
- A part of global KaVo Kerr Group, belonging to NYSE listed Danaher Corporation.
- Focus on advanced digital 2D and 3D extraoral applications and intraoral CR systems.
- Close co-operation with dental and medical professionals and institutions.
- Global presence: worldwide installation base.

# Danaher Corporation

- A global science and technology innovator and an umbrella company for a number of world class brands.
- ~20 BUSD in revenue
- ~70 000 associates
- Business segments:
  - Environmental
  - Test & Measurement
  - Dental
  - Life Sciences and Diagnostics
  - Industrial Technologies



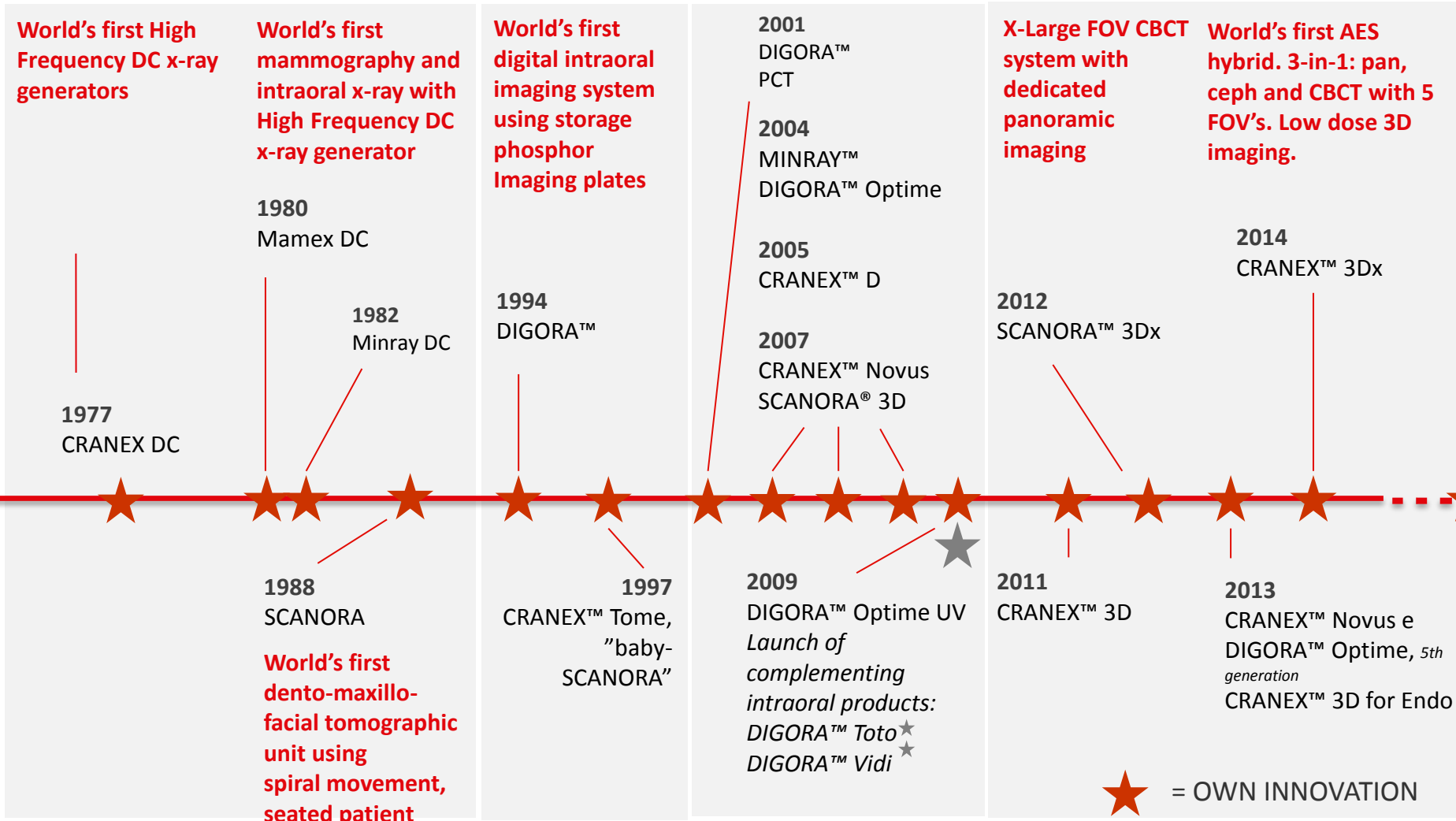
# KaVo Kerr Group

- The world leader in smart products and processes that enable dental professionals to confidently optimize their work and lives.
- Serves 99 percent of dental practices around the world.
- Palodex imaging brands are among KaVo Kerr Group's broad portfolio of industry-leading equipment, consumable and specialty brands.

# Historical perspective

- 1977 Founded in Herttoniemi, Helsinki by a group of enthusiastic imaging specialists and innovators – world's first DC panoramic x-ray was born
- 1980 Orion Corporation Ltd., the largest pharmaceutical company in Finland bought Soredex Oy
- 2001 A new home was found inside the Instrumentarium Corporation
- 2003 General Electric acquired Instrumentarium Corporation
- 2004 Soredex team moves to new facilities in Tuusula (30 km from Helsinki)
- 2005 General Electric sell Instrumentarium Corporation dental operations to investing company Altor - > PaloDEX Group Oy is founded
- 2009 Danaher Corporation acquired PaloDEX Group Oy

# An innovator and pioneer in dentomaxillofacial imaging



Long track record of imaging innovations



# Mission and vision

## **Mission**

SOREDEX offers first-class dentomaxillofacial, ENT and Head & Neck imaging solutions by focusing on easy workflow, contemporary design and innovation.

## **Vision**

We want to be the top of mind choice of dentomaxillofacial, ENT and Head & Neck imaging professionals.

# Complete SOREDEX™ extraoral product portfolio for all dento-maxillo-facial, ENT and Head & Neck imaging needs

<< Value and features >>

General dentistry

Endodontics

Orthodontics

Implantology

Oral and maxillo-facial surgery

ENT, Head & Neck



CRANEX™ Novus e

CRANEX™ D

CRANEX™ 3D for Endo

CRANEX® 3D

CRANEX™ 3Dx

SCANORA™ 3D

SCANORA™ 3Dx

SCANORA™ software, 2D

OrthoGo™ software, 2D cephalometric

In2Guide™ software, drill guide planning

OnDemand3D™, 3D, 3D ceph

# Complete line-up of SOREDEX™ intraoral imaging products

<< Value and features >>

Intraoral imaging solutions for general dentistry;  
from small dental offices to high volume imaging centers



Available until Nov 2015

DIGORA™Vidi  
intraoral camera



MINRAY™ intraoral  
x-ray unit



DIGORA™Toto  
CMOS sensors



DIGORA™Optime Imaging  
Plate scanner



DIGORA™ Optime UV  
Imaging plate scanner

SCANORA™ software,  
TWAIN

# Dental cone beam CT system with dedicated panoramic imaging

## SCANORA™ 3D

The SCANORA™ 3D offers versatility by combining cone beam CT imaging, with 4 selectable FOV's, Standard and High resolutions and dedicated RealPAN™ panoramic imaging.

At a press of a button, the unit automatically switches between 3D and panoramic imaging modes, making it quick and efficient to use.



# Large FOV cone beam CT system for Head and Neck and ENT imaging

## SCANORA™ 3Dx

With up to 8 FOV's SCANORA™ 3Dx covers the entire range of applications starting from a single implant to ENT, Head & Neck and orthognatic planning and diagnostics.

Maximum flexibility, excellent image quality and the SCANORA™ typical smooth workflow characterize this system.



# CRANEX™ 3D imaging system with panoramic, optional cephalometric and Cone Beam CT

CRANEX™ 3D sets the standard for modern high quality dental imaging. Versatile panoramic, combined with Cone Beam CT and cephalometric options, makes day-to-day imaging easy, accurate and adjustable.

Its versatility offers dental clinics one of the most dynamic imaging systems available to meet their needs.



# CRANEX™ 3Dx meets everyday diagnostic challenges with ease

The most advanced CRANEX™ unit to-date with 5 FOV's extends possible application areas of 2D panoramic and cephalometric imaging to accurate CBCT imaging from a single tooth to the entire cranio-maxillofacial region. Minidose™ programs enable fast and low dose 3D imaging. With AES hybrid – a world first.

Two optional large FOV's are perfect for diagnostic tasks in the CMF and ENT areas. (\*)

(\*ENT approved by CE approval (FDA approval pending)



# Entry level 2D panoramic and cephalometric imaging systems for imaging centers and dental clinics



**CRANEX™ D, CRANEX™ D Ceph**  
panoramic and cephalometric x-ray units for high volume clinics and imaging centers where reliability, speed and image quality are essential.



**CRANEX™ Novus e** is a fast and easy to use x-ray unit that covers majority of panoramic imaging needs including optional extraoral bitewing.



# Pioneering DIGORA™ Imaging Plate scanners for ease, speed and repeatable image quality



## DIGORA™ Optime UV

Unique hygiene concept, automated functions, easiest visually guided system on the market for high-end clinics.



## DIGORA™ Optime (DXR-60)

Easy to use, fast and economical imaging solution. Lots of automated functions to speed up workflow.

# Intraoral products to meet entry level imaging needs



## MINRAY™

High frequency intraoral X-ray unit with unique extendable horizontal that arm can be adjusted to the required length.



## DIGORA™ Toto

Intraoral sensor  
Easy to use and provide superb, repeatable clinical results.



Available until Nov 2015

## DIGORA™ Vidi

Intraoral camera  
Perfect visibility into hard-to-reach areas with 15 degrees tilted viewing angle

## Software solutions – 2D applications



**SCANORA™** software is our leading software platform for your everyday imaging needs. It's easy, straightforward workflow helps in day-to-day image acquisition, processing, diagnostics and treatment planning.



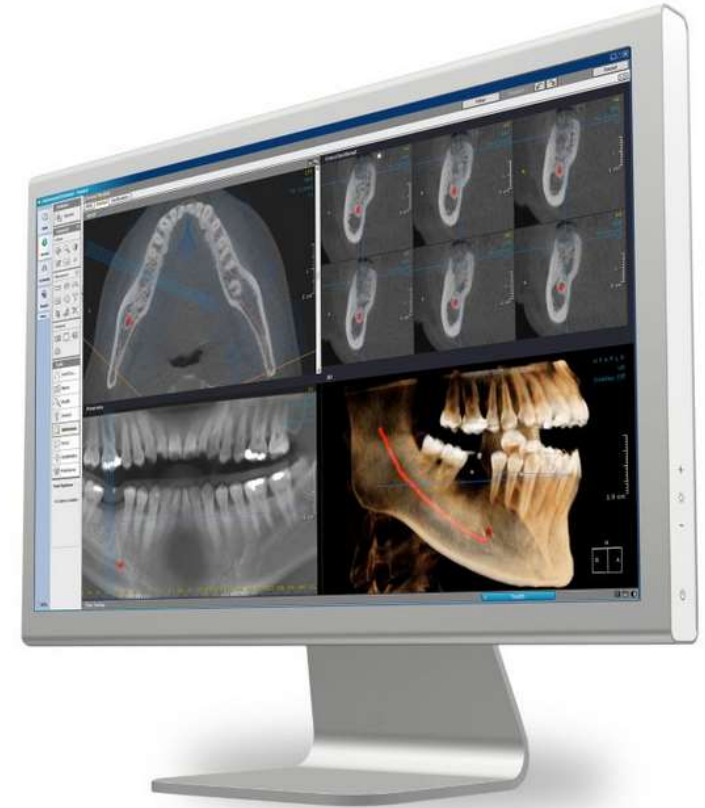
**OrthoGo™** is a flexible and super easy-to-use software for orthodontists and maxillofacial surgeons. OrthoGo™ is a perfect orthodontic tool for cephalometric analysis and treatment planning.

# Software solutions – 3D applications

## OnDemand3D™

OnDemand3D™ from Cybermed Inc. is a world leading 3D imaging software that delivers state-of-the-art innovations with a variety of groundbreaking dental solutions in Digital Dentistry.

OnDemand3D™ software offer the most powerful and versatile volume rendering for airway segmentation, fusion, superimposition and other various clinical applications in Digital Dentistry.



# The right tools for the job

Close co-operation with imaging professionals give us deep insight of how to incorporate true diagnostic value to clinical work.

SOREDEX™ portfolio covers all diagnostic needs and applications in the dental, CMF and Head & Neck region. On top, our cone beam CT systems have shown to bring excellent results in ENT applications.

Our products are known for reliability, simplified workflow and excellent image quality.

We are committed to fulfill these promises today and in the future.



Welcome to the smiling world of SOREDEX™.

# Thank you

For more information about  
SOREDEX™ products, please visit  
[www.soredex.com](http://www.soredex.com)



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