

IDS 2023: Anniversary Event Convinces All Along the Line

*High decision-making competence and high internationality of visitors
Trend: Stringent digital workflow and improved sustainability*

A successful anniversary event was the International Dental Show IDS, which came to an end on Saturday, 18 March 2023, after five intensive days. This year, the leading international trade fair for the global dental industry celebrated its 100th birthday and was also held for the fortieth time - **with an impressive turnout among exhibitors and visitors: around 120,000 trade visitors from 162 countries came to Cologne to find out more about the comprehensive range of dental medical and dental technology products presented by 1,788 exhibiting companies from 60 countries.**

"IDS 2023 was convincing all along the line and at the same time proved that it continues to reinvent and develop itself even after 100 years. The dynamic, innovation and power emanating from IDS are impressive. And IDS has once again confirmed that it is a world-leading trade fair. The quality of visitors was - and I say this not only as Chairman of the VDDI, but also as an IDS exhibitor - sensational. Together with Koelnmesse, with energy, ambition, creativity and visions we will successfully lead IDS into the second century of the event's history. This year's claim, '100 years of IDS - shaping the dental future' stands for the synonym for the outstanding significance of the trade fair today and in the future," commented Mark Stephen Pace, Chairman of the Association of the German Dental Industry e.V. (VDDI). And Oliver Frese, Chief Operating Officer of Koelnmesse added: "For five days, we experienced an IDS that more than lived up to its claim as a leading international hub. This

gives the global dental industry the necessary impetus for the coming months and at the same time underlines the global attraction of IDS. The event's outcome is all the more remarkable given the current challenging geopolitical environment."

IDS convinced once again with its high level of internationality and quality of the visitors. 60 percent of the trade visitors came from abroad. As usual the attendance from the EU countries Italy, France, the Netherlands, Spain, but also from Belgium, Romania and Greece was high. A high share of visitors was recorded from Asia, South America, the USA and Canada again.

The very good visitor quality is underpinned by the first results of a visitor survey: According to the survey, around 80 percent of the trade visitors from home and abroad are

involved in the buying and procurement decisions of their company. The visitors' assessment of IDS 2023 was correspondingly positive: Over 80 percent were very satisfied with the event, 83 percent praised the comprehensive overview of the offer and almost 90 percent would recommend IDS to their business partners. Furthermore, 84 percent of the respondents were satisfied with the digital platform IDSconnect and the associated additional offers.

Trends: Stringent digital workflow and improved sustainability

Two trends were clearly recognisable at the 40th International Dental Show 2023: The stringent digital workflow and an improved sustainability. For example, digital X-rays that are upside down can be turned the right way around using artificial intelligence, whereby the image



The IDS Meeting is the largest and best international dental meeting in the world. The 2023 IDS Meeting can be summed up in one sound bite, 'the IDS Meeting is back'. With the enormous crowds and thousands of international distributors and visitors. This is a must for all U.S. manufacturers and companies looking for new international business. - Fred Freedman, Vice President Member Services, Dental Trade Alliance DTS



plate scanner used is produced in a CO2 neutral way. In addition the digital workflow in the laboratory is becoming more effective. For example, two models can be scanned now in the extraoral scanner at once.

However, the fact remains that due to the bureaucratic obstacles brought about by the Medical Device Regulation (MDR) the companies are forced to implement many internal resources for the approval procedure (staff, costs, time). If they were to implement these tied-up resources in the research and development departments instead, the companies of the dental industry would be able to present even more innovations.

Vibrancy and diversity – BZÄK and VDZI praise the outcome of IDS 2023

“IDS has succeeded in achieving a fantastic re-start after the restrictions and requirements enforced due to the COVID pandemic. The high number of visitors and exhibitors proves the vibrancy and diversity of our profession. As a long-standing partner, the German Dentists Association is also delighted to have been part of the IDS anniversary,” summed up Prof. Dr. Christoph Benz, President of the German Dentists Association (BZÄK). IDS 2023 was also a total success for

Dominik Kruchen, President of the Guild Association of German Dental Technicians e.V. (VDZI): “After the COVID pandemic, the International Dental Show has shown how important personal contacts and the professional exchange at a trade fair are for the key players of the dental family. The crowded exhibition halls show satisfied visitors, who are enjoying a pandemic-free trade fair experience. Many dental technicians were on-site again at this anniversary edition of the trade fair to examine the new technologies. They are pioneers of a positive and efficient usage of the presented digital dental technologies. Hence, dental technicians are and remain to be the dentist's reliable expert and service partner for outstanding dental technology. The strong dental technician trade relies quite rightly hereby on well-trained young professionals. The new training regulations that came into force in August 2022 are an expression of this. The dental technology apprentices once again impressively demonstrated their outstanding competence at this year's IDS in the scope of the Gysi Prize.”

IDS 2023 in figures

1,788 companies from 60 countries took part in IDS 2023 on exhibition space spanning 180,000 m². These included 433 exhibitors from Ger-

many as well as 1,351 exhibitors and four additionally represented companies from abroad. Foreign exhibitors accounted for 75 per cent of the total. Including estimates for the final day of the trade fair, around 120,000 trade visitors from 162 countries attended IDS, of which around 60 percent were from abroad.

The next IDS - the 41st International Dental Show - is scheduled to take place from 25 to 29 March 2025.

About IDS

The IDS (International Dental Show) takes place in Cologne every two years and is organised by the GFDI Gesellschaft zur Förderung der Dental-Industrie mbH, the commercial enterprise of the Association of the German Dental Industry (VDDI), and is staged by Koelnmesse GmbH, Cologne.

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exocad Presents New Software Releases at the International Dental Show in Cologne

World premieres and many innovations at IDS 100-year anniversary



With 11 demo stations and hourly live smile design sessions, exocad, an Align Technology, Inc. company and a leading dental CAD/CAM software provider, invited attendees to “Imagine the CADabilities” and discover its many software solutions for labs and clinics at the company’s newly branded booth in Koelnmesse’s hall 1. exocad’s *Smile Creator* Experience, the step-by-step live demo on how to use *Smile Creator*, took center stage as visitors stopped by to see the smile design process in person and ask the team of experts questions.

At IDS, exocad introduced the final three releases of its 3.1 Rijeka software series: *exoplan 3.1 Rijeka*, for prosthetic-driven implant planning and surgical guide design, *Chair-sideCAD 3.1 Rijeka*, for single-visit dentistry, and *PartialCAD 3.1 Rijeka*, for partial framework design. The new software solutions include all the hallmarks of exocad software – stability, robustness, ease of use and an

“ This is a special year as the dental industry celebrates 100 years of IDS, and it’s a special year for exocad. We took the opportunity IDS provided to connect with our global community and to launch several new products, promotions and service opportunities to streamline workflows and improve outcomes. – *Tillmann Steinbrecher, CEO of exocad*

open architecture that allows seamless workflows and smooth integrations with users’ hardware of choice.

New AI-enhanced visualization for patient acceptance - Attendees showed great interest in the presentation of two upcoming, highly innovative software solutions for patient acceptance: *TruSmile Video* and a 3D face scan app. Both products were shown to the public for the first time at IDS as a sneak preview of the future of smile design.

Special offers - exocad rolled out two, limited-time special offers at IDS, the ULTIMATE XXL and Software Swap, both valid until May 31, 2023. The ULTIMATE XXL offer allows users who purchase a new *DentalCAD UI-*

imate Bundle to receive **three complimentary exoplan core licenses** for one year.

Additional information is available at exocad.com/IDS

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Philips at IDS 2023: celebrating 30 years of Sonicare innovation and clinical expertise in oral healthcare

PHILIPS
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With its 30 years of experience in creating innovative oral care solutions developed closely with the dental community, Philips Sonicare's approach has always been to help people achieve a higher degree of oral care at home between dental visits. The two-time 2023 Stiftung Warentest (the best-known and independent German test institute) test winner, Philips Sonicare DiamondClean Prestige 9900, has a A3 Premium All-in-One brush head which has angled bristles to help remove up to 20x more plaque versus a manual toothbrush. It is Philips' most advanced power toothbrush and is effortless and effective, ensuring users always get their oral care right.

Philips has always been supportive of the connection between oral and overall health and champions the World Health Organization adopting a landmark resolution in 2021 which underpins that maintaining a healthy mouth can reduce your chances of developing wider health issues. The resolution also highlights the importance of preventing oral diseases through both regular dental check-ups and good brushing at home.

For further product information
www.sonicare.de and
www.philips.com/dentalshop

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Henry Schein showcased a Selection of the Company's Comprehensive Solutions for Oral Health Professionals at International Dental Show 2023



At Henry Schein's exhibition booth in Hall 4.1, Stand A-090, the Company featured a comprehensive display of its expansive portfolio of products and solutions, designed to help oral health professionals enhance important aspects of their practice efficiency and the patient experience. Visitors to the IDS explored the Henry Schein's lineup of products, services, and solutions that can help optimize every step of the practice workflow. Among the showcased product selection are:

- innovative orthodontic treatment solutions from Henry Schein Orthodontics, and orthodontic supplies from Ortho Technology;
- dental handpieces from B.A. International;
- solutions to help maintain and repair dental handpieces from Handpiece Headquarters;
- premier dental surgical supplies from ACE Surgical;
- minimally invasive whitening and restorative solutions from White Dental Beauty;
- a broad range of Henry Schein Brand consumable products; and
- endodontic solutions from EdgeEndo.

During IDS, Prof. Gianluca Gambarini, Head of Endodontic and Restorative at the University of Rome, La Sapienza, Dental School, and Director of Master of Endodontics in Sapienza in Italy with a private practice specialized in endodontics in Rome, discussed the latest innovative endodontic instruments from EdgeEndo at the Henry Schein stand under the motto "Improving Efficacy & Simplicity of Canal Preparation with New EdgeEndo



The speakers at the Henry Schein IDS Media Briefing "Integrated Digital Dentistry: The Future of Data, Devices, and Software": Stanley M. Bergman, CEO Henry Schein, Dr. René Willi, CEO Global Oral Reconstruction Group, Prof. Dr. Irena Sailer, Head Division Fixed Prosthodontics and Biomaterials, University of Geneva, Andrea Albertini, CEO Henry Schein's International Distribution Group

“Visitors to the IDS explored the Henry Schein's lineup of products, services, and solutions that can help optimize every step of the practice workflow”

Martensitic Files.” The lectures were followed by a demonstration of the clinical use of the instruments, and attendees had the opportunity to interact with a hands-on experience.

For more information, visit Henry Schein at

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Straumann Group launched digital solutions for dentistry at International Dental Show (IDS) in Cologne



Straumann Group to launch a series of new solutions along the patient journey at the largest international dental show in Cologne. Launches include Straumann digital solutions for implantology and new features from the Group's orthodontic brand ClearCorrect.

“ On our way to become a digitally powered oral care company, we are constantly investing in our digital solutions to improve the customer experience for both clinicians and patients. The aim is to increase practice productivity as well as efficiency and improve treatment outcomes for the benefit of patients, dentists, specialists and technicians. - Guillaume Daniellot, CEO

DIGITAL INNOVATION ALONG THE TREATMENT JOURNEY

Straumann introduces a new software solution for its Virtuo Vivo intraoral scanner (IOS) which will improve the speed and accuracy of digital impression-taking. The intraoral scans are the entry point for digital workflows and will be automatically connected to the “Straumann AXS” platform and various services. This will support a seamless integration between the different solutions, eliminating the need for entering patient data manually in different systems along the treatment journey. In the future, the platform will unite services and solutions spanning from first patient engagement to diagnosis during pre-treatment to planning, treatment and monitoring in the post-treatment phase.

· First launch of Smilecloud in Europe, a smile design and collaboration platform

Following the recently established partnership with Smilecloud, Straumann launches its smile design and centralized collaboration platform developed by dentists for dental professionals in selected European markets. Smilecloud allows clinicians to design virtual mock-up smiles for patients supported by AI technology and 3D biometric libraries to achieve the best possible outcome for patients.

· Launch of Straumann Falcon – a navigation system for dental implant procedures

Straumann launches its first surgical dynamic navigation system to perform implant treatments in a fully digital workflow. Straumann Falcon is a computer-assisted system that surgeons use to navigate their instruments during dental procedures.

· ClearCorrect to launch its first mobile app and collaboration tools to support the treatment of more complex cases

ClearCorrect launches an array of new innovations to help doctors treat more complex cases with new clinical features, an improved digital workflow, added support, and external treatment planning optimization services.

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SprintRay's world leading dental 3D printing solution for complete digital integration

As a digital dentistry company, SprintRay presents even better end-to-end workflows at IDS. With a highlight on crowns and nightguards, SprintRay offers chairside dental 3D printing solutions.



We are happy to be able to offer our latest Nightguard materials to our European customers. We present a material that is durable yet flexible, making it a patient favorite around the world. – Patrick Thurm, General Manager of SprintRay Europe

“With our new ‘Crown Kit’, it is now possible to print crowns in less than 15 minutes. With AI Cloud Design and a polishing kit to individualize the crowns, the complete workflow from data capturing to delivering to the patient can be done within an hour, making this the first true chairside 3D printing solution”, says Amir Mansouri, CEO of SprintRay Inc. “We also are proud to present our latest material Ceramic Crown, a hybrid crown material for definitive restorations with more than 50% ceramics, making 3D-printed crowns eligible for reimbursement through the US healthcare system.”

With bruxism being a common disease worldwide, nightguards are another indication that SprintRay offers on its Cloud Design Services. With AI design and the proven resin SprintRay Nightguard Flex and Nightguard Firm, SprintRay aims to help dental professionals protect their patient's smile. “We are happy to be able to offer our latest Nightguard materials to our European customers. We present a material that is durable yet flexible, making it a patient favorite around the world.”, states Patrick Thurm, General Manager of SprintRay Europe.

Nightguards and crowns are only two indications of the broad workflow range that SprintRay offers. Besides high-class materials for dentures, surgical guides, try-ins and many more, SprintRay offers a Design Service for many applications to make implementation in the dental clinic as easy as possible.

For more information, visit
www.sprinray.com



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Amann Girschbach presented digital workflow at the IDS 2023

Digital workflows, new materials and products



True to the motto "Connect to the (Work-)Flow", Amann Girschbach presented the complete process chain of dental prosthetics at the IDS in Cologne, the world's leading trade fair for the dental industry, from March 14 to 18, 2023. The focus centered on digital workflows for dentists and laboratories, all connected and organized via the AG.Live cloud platform. The company also showcased product innovations such as the revolutionary Zolid Bion zirconia and the development of a TPO-free 3D printing material. Activities at the trade show were rounded off with a total of 34 presentations and training sessions by 21 international speakers. Following the IDS, all presentations are also available online at academy.amanngirschbach.com

Ceramill DRS system solution and AG.Live cloud platform for single-visit-dentistry

With the modular Ceramill DRS System, Amann Girschbach creates flexible options for straightforward digital prosthetic workflows. Three kits which can be combined with each other are available. The Ceramill DRS System offers a wide range of options, particularly in the field of same-day-dentistry or single-visit-dentistry: the laboratory can fabricate high-quality restorations within a single day.

New Zolid Bion zirconia: the gamechanger revolutionizes the market

With over 15 years' experience in zirconia development and three years of joint development work together with zirconia powder supplier Tosoh, Amann Girschbach presented a new material at the IDS: a revolutionary, high-performance zirconia is now available under the name Zolid Bion, which

“ It is important to us that we have created an open, validated eco-system with AG.Live in which intraoral scanners from other manufacturers can also be integrated without any problems. AG.Live also offers all the advantages of an open workflow for creating the design of the restoration or for commissioning complete fabrication - with maximum security and ease of use - *Christian Ermer, Vice President Marketing & Digital*

takes the esthetics and naturalness of restorations to a new level without sacrificing strength.

Innovative 3D printing materials and 100% digital model fabrication

As innovations and as a preview of upcoming product launches, Amann Girschbach presented new 3D printing materials. With its own development and production of innovative 3D printing materials, Amann Girschbach continues to expand its professional know-how and offers users future-oriented materials. The Ceramill XTP materials portfolio will initially start with materials for precise model fabrication (Ceramill XTP Model) as well as a special model material for the fabrication of thermally stable models for the thermoforming/aligner technology (Ceramill XTP Ortho Model).

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United for better dentistry at IDS 2023 - Dentsply Sirona puts the transformative power of digital innovation and sustainability on the center stage



“IDS has always offered an important moment for us to connect with our customers from all over the world. – Gerard Campbell, Group Vice President Commercial EMEA at Dentsply Sirona

Dentsply Sirona had an impressive showing at IDS with a massive 1900m² space that spotlighted its latest innovations, 40 hours of clinical education and multiple activities throughout the five days. With hundreds of employees joining from all over the world, ready to support customer needs, the company rallied the wider dental community to stand United for better dentistry to accelerate the advancement of oral health care. The company also held thought-provoking panel discussions on sustainability and digitalization.

“IDS has always offered an important moment for us to connect with our customers from all over the world,” said Gerard Campbell, Group Vice President Commercial EMEA at Dentsply Sirona. “It was fantastic to celebrate dentistry, addressing the most important challenges and opportunities for our industry and how we can work together to positively impact the lives of patients.”

First-hand experience what cloud-based solutions can do for dental professionals

Visitors to the Dentsply Sirona booth were able to view the company's holistic product portfolio, experience 63 live demonstrations, and engage with almost 50 experts from various practices and laboratories. A key highlight on display was DS Core—an open, cloud-based platform powered by a collaboration between Dentsply Sirona and Google Cloud. Two new DS Core functions were unveiled during the trade show.

Taking action for a more sustainable future

Sustainability was paramount for

Dentsply Sirona also throughout IDS 2023—in line with the company's BEYOND sustainability strategy. Dentsply Sirona's booth was mainly built based on sustainable principles and materials, with 80% reusable furniture, while environmentally conscious catering choices and a paper-free approach to communication were implemented wherever possible. In addition, Dentsply Sirona is offsetting all flight related CO₂ emissions for their employees travelling to IDS – amounting to over 400 tonnes.

Uniting powerful voices on digitalization and sustainability

Dentsply Sirona's two DS Talks panel discussions were a highlight of the event, addressing the megatrends shaping the dental industry and the world. Esteemed panelists considered the impact of digitalization and sustainability on the global dental industry, solutions and actions for the future, and dental professionals' role in driving change.

“Dentistry is digital and digital is human-centric. We are moving the technology to the background and enabling dental care teams to focus even more on the patient,” said Max Milz, Group Vice President Digital Platforms & Solutions at Dentsply Sirona. “That is why we need Cloud and AI; these two key components drive the technology change.”

“As an industry, we have both a responsibility and an opportunity to make our care as kind to our planet as possible,” said Dr. Steven Mulligan, dentist from Sheffield, United Kingdom, honorary clinical fellow, and founding member of the FDI World Dental Federation Sustainability in



DS Core Care and DS Core Create, new tools from open, cloud-based platform DS Core, were unveiled during IDS.



“Goodbye USB sticks and hello cloud”—Dentsply Sirona donated 25 euro per USB stick to its partner organization Smile Train for all USB sticks disposed of during the event.

Dentistry Task Team. “Prioritizing sustainable measures can seem like a daunting task for many clinicians, but there are so many actions that all of us can take each day to reduce our impact on the environment. So I would recommend everyone to join the challenge and take one action for a more sustainable dental practice. In doing so, they will be caring for their patients and the planet.”

Visit www.dentsplysirona.com for more information about Dentsply Sirona and its products.

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