



Press Release

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VIDAR'S DENTAL FILM DIGITIZER CHOSEN AS ONE OF THE TOP 50 TECHNOLOGY PRODUCTS FOR 2011

Medical-Grade Digitizer Designed Specifically for Analog Film

Industry: Dental Healthcare; Healthcare

FOR IMMEDIATE RELEASE (November 14, 2011) Herndon, Va. — VIDAR Systems Corporation, the worldwide market leader in medical film digitizer technology, announced that its Dental Film Digitizer was among the top 50 technology products selected by *Dentistry Today's* Readers' Choice. The VIDAR Dental Film Digitizer is the first digitizer specifically designed for analog dental film that enables dental professionals to create medical-quality digital images for primary diagnostic purposes from analog x-ray films.

Dentistry Today's second annual Readers Choice Top 50 Technology Products are selected on the basis of lead generation, and represent some of the dental profession's most innovative technology products. Joseph LaPorta, VIDAR's global president said, "We were excited to receive the news that our newest medical film digitizer, designed specifically for dental applications, has garnered so much attention. We have evidence that once dentists see the difference between scanned images vs. digitized images, they understand how important a medical grade digitizer is for access to excellent quality images from which to make diagnoses."

An efficient and affordable solution, the VIDAR Dental Film Digitizer provides the diagnostic detail and clarity needed to determine the best treatment options for patients. It is ideal for dental offices that are already using digital intraoral imaging but have not yet made the conversion to digital for their panoramic and cephalometric imaging equipment. It can also digitize x-ray films for integration into patients' digital records to achieve a completely digital workflow at a fraction of the cost of digital panoramic solutions.

There are significant misperceptions in the industry that office scanners designed for documents are sufficient for scanning dental x-rays, but [experts](#) say there are major differences in the technologies that render office scanners inappropriate for medical use. Arlene Holmes, VIDAR's director of marketing and corporate

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communications stated, "The dental community no longer has to settle for the inferior images produced by flatbed scanners – they now have available a medical grade film digitizer that is able to produce digitized images as detailed as the original film far more quickly and efficiently than flatbed scanners."

The compact, easy-to-use device connects to a PC with a USB cable and features a variety of software connectivity options, making integration into existing practice management systems straightforward and simple. Dental films of all standard sizes can be digitized quickly with the VIDAR Dental Film Digitizer; additionally, panoramic films can be digitized in just 18 seconds.

The VIDAR Dental Film Digitizer is the answer for many dental professionals wanting their practices to become completely digital. The VIDAR product allows practices to discard their patients' dental films once they are digitized, improving efficiency and freeing up much-needed space in crowded dental offices.

About VIDAR

[VIDAR Systems Corporation](http://www.vidar.com), headquartered in Herndon, Va., has been in business for more than 26 years and is the global market leader in medical film digitizers, with 85 percent market share and more than 22,000 digitizers installed. VIDAR's extensive experience in the field of medical imaging technology and unmatched reputation for exceptional quality, reliability, and world-class customer service make it the choice of more than 100 solution providers worldwide. VIDAR is a U.S. company and part of the Contex Group, owned by Ratos, a private equity company based in Stockholm. For additional information, visit www.vidar.com.

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