

3M Unitek Launches 3M True Definition Scanner for Orthodontic Practice

Highly accurate, flexible digital solution meets doctors' needs while greatly improving patients' experience

Providing a better patient experience and better oral care through digital technology, 3M Unitek today announced the availability of the 3M™ True Definition Scanner for use in orthodontic practice—a complete digital impression system that uses 3D-in-motion video technology to deliver a true replica of the oral anatomy with precision and accuracy. The digital process brings improved productivity, better oral care and ultimately a better patient experience. The new technology will be on display May 4 through May 7 during the AAO 113th Annual Session in the 3M Unitek booth #625.

More accurate—and more consistently accurate—than leading systems on the market¹, the powerful 3D-in-motion video technology delivers full arch scanning in phenomenal detail. Orthodontists can display digital impressions immediately for analysis and treatment planning, with secure cloud-based storage of unlimited patient scans and access to open STL (three-dimensional) files that can be readily imported into a variety of digital workflows for increased office productivity and efficiency.

Open architecture gives orthodontists the flexibility to work with any lab and their choice of appliances. When used to create customized Incognito™ System Appliances, the system provides seamless transfer of information to the Unitek™ Treatment Management Portal (TMP), enabling full case management and direct interaction with 3M Unitek.

“The 3M True Definition Scanner delivers all the benefits of a digital process without forcing orthodontists to sacrifice freedom and flexibility,” said Brian Anderson, digital orthodontics global brand manager, 3M Unitek. “We’re very excited to make this available to our orthodontic customers.”

The 3M True Definition Scanner platform features:

- Lightweight, ergonomic, intraoral scanning wand that is ideally balanced to feel comfortable in the hand
- HP® Workstation with a high-performance central processing unit (CPU)
- Touch-screen display
- Streamlined rolling cart for easy transport
- 3M™ Connection Center – secure, cloud-based, digital hub that accommodates storage of impression files and connection to laboratory services
- Unitek Treatment Management Portal (TMP) connection for Incognito System Appliances

“These are exciting times in our field and it’s easy to get swept up in the promises of many new technologies out there. First and foremost a digital scanner needs to be accurate. Without that, all the bells and whistles are just smoke and mirrors. The accuracy of the 3M True Definition Scanner is outstanding,” said Dr. Adam Schulhof, who runs a private practice in Oradell, N.J. and recently established the Center for Cosmetic Orthodontics in New York City. “The most amazing part has been the patient feedback. It’s led to a ‘wow’ response from our patients greater than anything else we’ve had in our office.”

Commitment to Innovation

The 3M True Definition Scanner reinforces a longstanding commitment to innovation in orthodontics from 3M Unitek, particularly with regard to improved control over treatment outcomes and increased patient comfort and satisfaction.

In conjunction with availability of the 3M True Definition Scanner, 3M Unitek has also added new features to its

Unitek™ TMP to enhance ease of use and functionality. Updates include improved tools for evaluating digital setup models and digital model file export capabilities. Unitek TMP was launched last year to provide a suite of treatment management resources for orthodontists managing Incognito braces and utilizing digital study models.

To date, the Incognito Appliance System has been adopted by thousands of certified doctors across 75 countries, due to its ability to deliver fully customized treatment and a more precise finish than is delivered by aligners and other lingual systems. At the same time, patients typically cite improved self-confidence relatively early in treatment. More than 100,000 patients have benefited from Incognito system treatment.

The new 3M True Definition Scanner together with Unitek TMP, allows for a full digital workflow for the Incognito Appliance System that offers precise, 3D setup review and model overlay capabilities, easy customized ordering and advanced communications and messaging.

For more information about the 3M True Definition Scanner, contact your sales representative or visit www.3MUnitek.com/TrueDefinition.

About 3M Health Care

3M Health Care offers solutions in the medical, oral care, drug delivery, food safety and health information markets. We have an unparalleled ability to connect people, insights, science and technology to think beyond today, solve problems, and make better health possible. Our culture of collaboration empowers us to discover and deliver practical, proven solutions that enable our customers to protect and improve the health of people around the world. Learn more at [3M Health Care](#).

About 3M

3M captures the spark of new ideas and transforms them into thousands of ingenious products. Our culture of creative collaboration inspires a never-ending stream of powerful technologies that make life better. 3M is the innovation company that never stops inventing. With \$30 billion in sales, 3M employs about 88,000 people worldwide and has operations in more than 70 countries. For more information, visit www.3M.com or follow @3MNews on Twitter.

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¹Study methodology described in: van der Meer WJ, et. al. (2012). Application of Intra-Oral Dental Scanners in the Digital Workflow of Implantology. PLoS ONE 7(8): e43312. doi: 10.1371/journal.pone.0043312. Additional measurements conducted by ACTA (Academic Center for Dentistry Amsterdam); Wicher J. van der Meer, et. al. (2012). Publication pending.

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