ADF 2013: Sirona provides many highlights

The ADF not only brings together the French dental industry but is also a fixed date in the international dental world. From November 27 to 30, Sirona once again opened up a wide spectrum of innovations to trade professionals and one event highlight followed the other.

Paris, December 3, 2013. At this year’s ADF dental exhibition in Paris, Sirona, the technological leader of the dental industry, once again presented its full range of equipment for dental practices and labs. The live demonstrations of the new intraoral camera APOLLO DI that took place all day long, and the presentation of the continuous digital process chain at the Sirona stand were a particular magnet for crowds of interested attendees. “The key topic at the ADF 2013 was definitely digital impression taking: It is and will remain the basis for a fast, simple, efficient workflow between the dental practice and the lab. With the new APOLLO DI impression-taking system, Sirona offers dentists a highly economical entry into digital impression taking,” explains Lionel Phelipot, General Manager of Sirona France. “The inexpensive APOLLO DI features easy handling, precise acquisition and the tried-and-tested Sirona Connect workflow The impression-taking system consists of an acquisition unit, the APOLLO Connect software and the APOLLO DI intraoral camera, with which users can record live digital impressions of a clinical situation.”

Holistic practice planning

A whole series of innovations presented by Sirona at the ADF save users time and improve workflows during the treatment process. The TENEO treatment unit creates an excellent impression thanks to its integrated workflows, such as displaying the ApexLocator on the SIVISION screen during root canal therapy. Integrated implantology combining CBCT images from a Sirona 3D x-ray device with CEREC has special advantages for diagnoses, planning, and medical consultations with regard to implanting itself as well as for the temporary and final treatment of the implant. In the area of instruments, attendees took part in the “Sirona SoundCheck,” in which they compared the noise made by turbines with the sound levels heard in nature and discovered that Sirona turbines are similar to a “light summer rain,” making them among the quietest on the market. The test was made possible thanks to an innovative iPad app.

Evening events rounded off the successful trade show exhibition

Along with what was on offer at the stand, Sirona also provided a whole series of special events over the four days of the trade fair: The theme for Wednesday evening was Apéro Mexico, dedicated to up-and-coming dentists in Paris. Around 70 students from renowned French universities gathered at the Sirona showroom in Paris to discuss ideas at a cozy “soirée étudiants.” And of course there were also events for staff and dealers: On Thursday staff and dealers met at the Palais Maillot for the
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SIROnight, on Friday CEO Jeffrey T. Slovin welcomed the guests at the Soirée Sirona Family.

IMAGES are available for > Download on the website.

Photo 1: From the very first day, the Sirona stand was busy, with plenty of interested attendees.

Photo 2: At peak times the Sirona stand was crowded so you really had to push your way through to the innovations.