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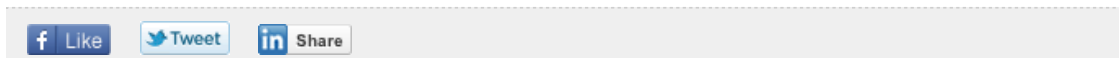
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Sirona, Cadent, envisionTEC Lead Digital Dental Technology Sales in \$11 Billion Dental Prosthetics and CAD/CAM Market



U.S. Dentists to Place Over 25 Million CAD/CAM Manufactured Crowns/Bridges by 2017

VANCOUVER, July 19, 2011 /PRNewswire/ - According to a new report by iData Research (www.idataresearch.net), the leading global authority in medical device and dental market research, the U.S. dental prosthetics market, including crowns/bridges, inlays/onlays, veneers and dentures recovered from the economic recession in 2010, reaching a value of over \$11.2 billion. Growth is being driven by the adoption of digital and automation technologies such as in-lab and chairside CAD/CAM systems and standalone desktop scanners. Adoption of digital impression taking systems and rapid prototyping/3D printing will further fuel the dental prosthetics market to reach a value of over \$16.3 billion by 2017.

"CAD/CAM systems are becoming an integral component of dental laboratories and clinics," says Dr. Kamran Zamanian, CEO of iData. "CAD/CAM is becoming more versatile, robust and offers more options to dentists and technicians for fabricating dental prosthetics. As more companies enter the market, various pricing options and product features are expected to fuel adoption."

The report states that the recession caused a slowdown in intra-oral digital impression-taking system sales, however growth is expected to re-bounce at double-digit rates. This will be fueled by improved system capabilities such as high-accuracy digital impression capture and the anticipated entrance of 3Shape onto the market with their TRIOS™.

Furthermore, 3D printing, which was recently introduced to the dental industry in 2007, is rapidly being adopted by dental laboratories.

"Rapid prototyping/3D printing utilizes an additive manufacturing process which is more efficient with material usage compared to CAD/CAM manufacturing," says Dr. Zamanian. "As dental printers gain the ability to print in ceramic materials and increase compatibility with other CAD/CAM devices, they are expected to cannibalize a portion of CAD/CAM sales. envisionTEC, 3D Systems, Solidscape and Objet Geometries are currently leading this market. "

iData's 4-report series on the U.S., European, Asia-Pacific and Emerging "Markets for Dental Prosthetics and CAD/CAM Devices 2011" includes data for over 25 market segments.

For more information, register free on iData's website at:
<http://www.idataresearch.net/idata/registration.php>

About iData Research

iData Research (www.idataresearch.net/idata/discoveridata.php) is an international market research and consulting group focused on providing market intelligence for medical device and pharmaceutical companies. iData covers research in: dental, orthopedics, imaging and more.

SOURCE iData Research Inc.

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