



Press Release

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VIDAR SHOWCASES NEW DENTAL FILM DIGITIZER AT AMERICAN DENTAL ASSOCIATION ANNUAL MEETING

“VIDAR Digitizer Challenge” to Highlight Medical-Grade Digitizer Designed Specifically for Analog Film

Industry: Dental Healthcare; Healthcare

FOR IMMEDIATE RELEASE (September 29, 2011) Herndon, Va. — VIDAR Systems Corporation, the worldwide market leader in medical film digitizer technology, will showcase its newest product – the [Dental Film Digitizer](#) – at the American Dental Association Annual Meeting (October 10-12). The VIDAR Dental Film Digitizer is the first digitizer specifically designed for analog dental film, enabling dental professionals to create medical-quality digital images for primary diagnostic purposes from analog x-ray films.

As part of the event, VIDAR is issuing a [Digitizer Challenge](#) to dentists to bring their best and worst films to booth #1317 and see the speed and output of VIDAR’s medical-grade digitizer. There is a significant misperception in the industry that office scanners designed for documents are sufficient for digitizing dental x-rays, but [experts](#) say that there are major differences in the technologies that render office scanners inappropriate for medical use.

An efficient and affordable solution, the VIDAR Dental Film Digitizer provides the diagnostic detail and clarity needed to determine 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. The VIDAR Dental Film Digitizer can 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.

“When making a diagnosis from an digitized x-ray, image quality is everything,” said Arlene Holmes, VIDAR’s director of marketing and corporate communications. “The dental community no longer has to settle for the inferior images produced by flatbed scanners – they now have available a Dental Film Digitizer that is able to produce digitized images as detailed as the original film far more quickly than flatbed scanners.”

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The VIDAR Dental Film Digitizer delivers superior image quality, proven performance, and reliability for dentists needing an affordable, high-quality solution for digitizing intra-oral, panoramic, and cephalometric x-rays – bringing them one step closer to a truly digital workflow. 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, and 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 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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