

## Curve Dental Wins Pride Institute's "Best of Class" Technology Award

For Advances in Web-based Digital Imaging, Curve Wins a Second "Best of Class" Technology Award



*The Curve Dental team at the ADA's Annual Session in Las Vegas receiving Pride Institute's "Best of Class" Technology Award. From left to right: George Stantchev, Kristen Smith, Macey Bernards, Matt Dorey, Jim Pack, Andy Jensen, and Ian Zipursky.*

Curve Dental received Pride Institute's coveted "Best of Class" Technology Award for the company's new digital imaging technology in the emerging technologies category. Team members were on hand at the American Dental Association's annual meeting in Las Vegas to accept the award.

"We're honored to have been selected and recognized for the revolutionary digital imaging technology we've developed," said Jim Pack, Curve Dental's CEO. "We are confi-

dent that our new digital imaging features will change the way dentists capture and store x-ray, intraoral and panoramic images. It certainly is an honor to have been recognized by the Pride Institute for our accomplishments."

As an award recipient, Curve Dental also participated in the Pride Institute's Tech Expo at the ADA, where the company exhibited from a small kiosk. "Typically, we don't find exhibiting at trade shows an effective way to market our technology," said Andy Jensen, CMO at Curve Dental. "However, the Tech Expo provided us with an opportunity to exhibit at a major show that was complimentary to our business model. We were pleased with the attention we received as a participant."

A panel of dental technology experts, organized by the Pride Institute, selected winning products through an unbiased, rigorous assessment selection process. The panel included Lou Shuman, DDS, John Flucke, DDS, Paul Feuerstein, DMD, Titus Schleyer, DMD PhD, Marty Jablow, DMD, Para Kachalia, DDS, and Larry Emmott, DDS. The Pride Institute launched the Best of Class Technology Awards in 2009 to provide dentists with an unbiased, non-profit assessment of available technologies.

## How it Works

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*The first x-ray ever captured directly to the cloud was an image of Matt Dorey's erupted, and painful, wisdom tooth.*

Second, the local computer acts as a simple junction between the cloud and the image capture device. When it comes to digital x-ray sensors Curve Dental is now currently working with nearly every major sensor manufacturer in developing compatibility. The ultimate goal is for the doctor to plug any sensor into their computer and

use it with Curve Dental's imaging software. The goal is challenging, not only from a technological standpoint, but it's also affected by business strategies and alignments. For example, DEXIS has a long standing policy never to mix their sensors with third-party software; thus, unless they alter their current strategy a DEXIS sensor will probably never work with Curve Dental.

The final and third point is that cloud-based imaging is an overall better platform for digital imaging. When a doctor can avoid the costs and hassles of a server, never worry about storage or backup, and be able to access images from anywhere the cloud is a clear winner over traditional software. Convenience, flexibility and simplicity are clear benefits.