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CEREC Featured In May Publications

Read About CEREC in This Month's Magazines

EDITORIAL PLACEMENTS:

The June 2005 issue of *Dental Economics* featured an article by Dr. Joel Benk titled *Implementing new dental technologies – Notes from an Early Adopter*. In this article, Dr. Benk talks about his early experiences as a new CEREC user. The CEREC system was analyzed from a technology standpoint and is viewed by Benk as the best clinical addition to his practice

Dr. Ken Neuman wrote an article in *Dentistry Today* about the environment that a patient experiences in an article titled *A Journey Like No Other!* The article talks about the patient's first visit to a 21st century dental office and how he explains the benefits of CEREC.

In the May 2005 issue of *Journal of Dental Technology*, Dr. Tom Hedge writes *In-office CAD/CAM: 'It's Like Star Wars*, an article about how much fun he is having with CEREC. As a user of a year and a half, Hedge is amazed at how far the system has come in such a short time.

The *General Dentistry* magazine featured *A comparative study of two CEREC software systems in evaluating manufacturing time and accuracy of restorations*. In the article, the two-dimensional CEREC software is evaluated alongside the 3D system with results that show how the two compare. The conclusion was that compared to the older CEREC software, the 3D version produced greater accuracy in the design and manufacture of restorations and took less time to create the proximal contacts.

Dr. Rich Masek displayed his CEREC dentistry in the May 2005 issue of *Practical Procedures & Aesthetic Dentistry*. During the article, Masek shows pictures of the

steps and time that it took to replace an amalgam onlay. Aesthetics are the main focus and he has the onlay seated and ready to go in 90 minutes.

WEB PLACEMENTS:

The *Dental Town* website featured an article about the release of the latest CEREC 3D software update which was shown at the CDA South meeting in Anaheim, CA. The new features of the software such as: occlusal accuracy, increased efficiency and replication for crowns, were highlighted.

Penwell Publications ran a press release on their website about awards that Dr. Rich Masek won at the 11th annual American Academy of Cosmetic Dentistry (AACD) National Smile Gallery Competition. Overall, Masek won five awards (one gold, two silver, two bronze) in the competition and was noted for winning an award for the second year in a row.

http://www.cereconline.com/atr_dental/ecomaXL/index.php?site=Cerec_news