

## **VIZ Intraoral Scanner is Here, So Get Ready to Scan Your Way!**

*The VIZ intraoral scanner by Adin Digital is your entry ticket to digital dentistry. Developed by Adin Group, an international company with over 25 years of experience in the dental field, the VIZ offers the best value proposition for dentists that are taking their first steps in the digital world. VIZ is accurate, portable, fast and reliable, and it will fit your clinic perfectly. Our training, support and guidance center will show you how to master digital dentistry. With VIZ, you receive a 100 percent digital solution, from implants to restoration under one roof — Adin Group.*

*Since Adin will be introducing the VIZ at the IDEM, we have taken the opportunity to interview Ron Askayo, Adin Digital CEO, about the future of digital dentistry and how the VIZ fits with this vision. Askayo was appointed the CEO of Adin Digital in 2015. Previously, he was Executive VP at Swed Masters Workshop Ltd. He holds a B.Sc. in mechanical engineering from Ben Gurion University and an MBA from Tel Aviv University, Israel.*

### **Q: Tell us about Adin Digital. What's your focus?**

**A:** After working closely with the dental community and the implant industry for over 25 years, Adin Digital acquired the knowledge needed to create a true value proposition for dental scanning that guarantees high quality scans and end-to-end support at an affordable price.

### **Q: What would you say makes your business unique?**

**A:** Coming from dental implants, we have a deep understanding of what value stands for. We incorporated only the important features in the VIZ, with the best and newest technology, to create the most practical intraoral scanner for dental professionals who value functional thinking.

### **Q: Describe your company's current marketing plan.**

**A:** We see education and support as the pillars of our company. We put tremendous effort into education, training, customer care and technical support. We take responsibility for the workflow. It facilitates the doctor and lab relationship and helps them both become successful.

### **Q: What will be your greatest challenges in this industry?**

**A:** In spite of a growing awareness about the importance of digital dentistry, there is still a big gap in knowledge and experience in the industry. Our challenge is to help close this gap by providing extensive education, showing clinical cases and providing a clear digital workflow that meets the real needs of the dentists.

### **Q: Are you promoting a single product or service?**

**A:** The VIZ intraoral scanner is a product surrounded by a full array of services. The scanner hardware itself is just a small part, but the support and the guidance center is what makes the difference.

**Q: Do you have any special plans for the IDEM?**

**A:** Indeed. We will announce our full arch scanning capabilities for Minor Teeth Movement aligners and dentures solutions.

**Q: Do you promote the open STL format?**

**A:** We believe that the future of the digital workflow is open systems that will combine multiple platforms, hardware and software, working together in harmony. That's the reason our system is based on open STL files that can be sent to any design software (CAD).

**Q: How can our readers find out more about your product and company?**

**A:** For more information on the VIZ intraoral scanner, Adin Implants and CAD/CAM solutions, stop by Booth # 4P - 17 visit our website: [www.adin-digital.com/](http://www.adin-digital.com/)

