



527 Industrial Way West
Eatontown, NJ 07724
P 732-389-4500
F 732-389-4998
www.lanmarkgroup.com

News Release

Media Contact:

Erin Foster / Lanmark Group
efoster@lanmarkgroup.com
732-389-4500 ext 128

FOR IMMEDIATE RELEASE:

Sirona Unveils New Exclusive Material, VITABLOCS® RealLife®, at the CEREC® 25th Anniversary Celebration in Las Vegas

VITA RealLife® Blocks Feature Dentin Core with a Complementing Enamel Coat for Natural Esthetics Right from the Milling Machine

Charlotte, NC (August 28th, 2010) – Sirona Dental Systems (Nasdaq: SIRO) announced the availability of new VITABLOCS RealLife at the CEREC 25th Anniversary Celebration, a milestone event celebrating the 25-year anniversary of its CEREC CAD/CAM system.

VITABLOCS RealLife are the first and only all-ceramic blocks that incorporate a unique, spherically curved dentin core with a complementing enamel coat within the block. The layered structure of VITABLOCS RealLife effectively simulates the optical characteristics of natural teeth.

Used in conjunction with Sirona's new V3.80 software, VITABLOCS RealLife provide the dentist or laboratory technician with virtually unlimited options for designing anterior restorations of unsurpassed esthetic quality.

With a few simple clicks of the mouse to define labial wall thickness, the V3.80 software directs the milling machine to automatically position the VITABLOCS® RealLife block on the enamel-dentin border of the block, thus reducing milling time while simultaneously achieving a perfect shade effect with the correct ratio of dentin and enamel.

Only VITABLOCS RealLife has the ability to reproduce the desired shade effect in regard to translucency, chroma, and lightness. What's more, The V3.80 software allows the dentist or lab

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technician to quickly and easily change the position of the restoration in the block as needed to reproduce very fine shade nuances, which can be verified on-screen before milling begins. The result is a finished, highly esthetic restoration that is ready to be seated directly upon removal from the milling machine, with no need for additional characterization, staining, or individualization steps.

VITABLOCS RealLife is a registered trademark of VITA Zahnfabrik H. Rauter GmbH & Co.

About Sirona Dental Systems, LLC

Sirona, the dental technology leader, has served dealers and dentists worldwide for more than 130 years. Sirona develops, manufactures, and markets a complete line of dental products, including CAD/CAM restoration systems (CEREC), digital intra-oral, panoramic and 3D imaging systems, dental treatment centers and handpieces. Visit <http://www.sirona.com> for more information about Sirona and its products.

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