



NOBILIUM/TICONIUM Joins SensAble Technologies' Authorized Production Center Program for Producing Dental Restorations

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FOR IMMEDIATE RELEASE

NOBILIUM/TICONIUM Joins SensAble Technologies' Authorized Production Center Program for Producing Dental Restorations

Program Ensures that Dental Labs Have Choices for Creating Digitally-Produced Restorative Dental Work with the SensAble Dental Lab System

CHICAGO, IL, McCormick Place, Booth 664, February 22, 2008 – At the Chicago Dental Society Midwinter Show today, [SensAble Technologies, Inc®](#), a leading provider of 3D touch-enabled modeling solutions, announced that [NOBILIUM/TICONIUM](#), divisions of CMP Industries, LLC, have signed to become a SensAble Authorized Production Center. NOBILIUM/TICONIUM have been trusted names in the dental industry since 1934, and are leading suppliers of investment casting materials, alloys and equipment to the dental industry. The SensAble Authorized Production Center Program complements today's introduction of the [SensAble™ Dental Lab System](#), a touch-enabled integrated solution for the scan, design, and fabrication of common dental restorations.

Outsourcing production is a popular business option for dental labs, with a January 2008 survey showing that nearly half of labs responding – 48 percent – use the services of a CAD/CAM outsourced production center.¹ SensAble Authorized Production Centers are certified to fabricate high-quality partial frameworks, copings and bridge substructures for their own customers, as well as for other labs using the SensAble Dental Lab System. By building an ecosystem of Authorized Production Centers, SensAble is fulfilling its commitment to customer choice – allowing dental labs of all sizes to select the best digital lab system configurations, materials, design preferences and output options to fit their businesses.

“Many smaller dental labs will enter the market cautiously, despite the strong growth that’s projected for digitally-produced dental restorations,” stated Bob Steingart, SensAble Technologies’ president. “We are offering a range of ways for labs to enter the market – they can simply use the services of a SensAble Authorized Production Center, choose to implement scanning and design in-house and outsource fabrication, or become an Authorized Production Center with design services. We think it’s a great model that provides flexibility for lab owners

¹ Dental Lab Products, January 2008 CAD/CAM and Technology Census, as published in February 2008 issue.

large and small to get into the digital restorations business,” Steingart said. “We’re particularly proud to have such an esteemed industry leader as NOBILIUM/TICONIUM as our first announced Authorized Production Center.”

The SensAble Dental Lab System is available in two configurations. A Scan/Design configuration is available for labs that want to design in-house, but outsource production, and a SensAble Authorized Production Center configuration is available for labs that want to produce parts in-house, and also have the option of providing production services for other SensAble Scan/Design customers. A dental lab owner can implement just the Scan/Design configuration, and leave the production expertise – and additional financial investment -- to someone else. Conversely, labs that become SensAble Authorized Production Centers can expand their customer base and utilization rates for their equipment, providing economic efficiencies.

To become a SensAble Authorized Production Center, a dental lab must be certified and adhere to strict procedural and material guidelines to ensure consistently high-quality results using the SensAble Dental Lab System.

“We applaud the way SensAble has created an ecosystem that is truly a paradigm shift for digital dentistry, and are very excited to be a SensAble Authorized Production Center,” said Devon Howe, President and CEO at NOBILIUM/TICONIUM. “Its sensory technology gives technicians tactile feedback during the design phase – you have to feel it to believe it! With their approach to digital restorations, everyone benefits -- lab technicians can produce fast and accurate dental prosthetics, quality will be maintained throughout the production process, and dentists and their patients will receive high-quality digital restorations in less time.”

SensAble Dental Lab Systems have been in production environments for over six months. SensAble’s Dental Lab System is the first integrated digital solution to use “3D virtual touch” for a more natural and direct way of working with a computer – and the first digital solution to support the complete production process for partial frameworks, as well as copings and bridge substructures. The SensAble Dental Lab System allows dental labs to design more digital restorations in less time while maintaining consistent quality, and fast turnaround.

General availability for the SensAble Dental Lab System in North America is scheduled for March 2008. Labs that are interested in learning more about the SensAble Authorized Production Center Program, or the SensAble Dental Lab System, may call SensAble Technologies at phone 781-939-7457 or visit www.sensabledental.com.

About SensAble Technologies, Inc.

Founded in 1993, SensAble Technologies is a leading developer of 3D touch-enabled (force feedback) solutions and technology that allow users to not only see and hear an on-screen computer application, but to actually ‘feel’ it. With 32 patents granted and over 6,000 systems installed worldwide, SensAble Technologies' haptic technology is being used in applications ranging from surgical simulation and stroke rehabilitation, to dental restorations, to designing toys and footwear; as well as a range of research and robotic applications. The company markets its own 3D modeling solutions as well as its haptic devices and developer toolkits to medical, dental, design, and manufacturing companies; educational and research institutions; and OEMs.

SensAble products are available through direct and reseller channels worldwide.
www.sensable.com

About NOBILIUM/TICONIUM (Divisions of CMP Industries LLC)

NOBILIUM/TICONIUM, located in Albany, New York, are divisions of CMP Industries, LLC, a major manufacturer of dental laboratory materials and equipment. NOBILIUM/TICONIUM specializes in partial denture products but also produces some important crown & bridge products such as base metal alloys and investments. CMP Industries, LLC was founded in 1889 and evolved from a specialty metals company to a “100% dental” company. These products are marketed to 40 countries around the world. For more information on NOBILIUM/TICONIUM, visit www.cmpindustries.com or call 800.833.2343.

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