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FOR IMMEDIATE RELEASE

Two More Dental Labs Join SensAble Authorized Production Center Program for Producing Digital Dental Restorations

Dental & Hearing Crafts and Udell Dental Lab to Offer State-of-the-Art Digital Design and Output Services

WOBURN, MA November 19, 2008 – [SensAble Technologies, Inc](#)®, a leading provider of haptic devices and touch-enabled modeling solutions, announced that two more dental labs - Dental & Hearing Crafts, Ltd. of Newfoundland, Canada and Udell Dental Laboratory of St. Louis Park, MN - have become [SensAble Authorized Production Centers](#) (SAPCs) for creating digital dental restorations, including partial frameworks and crown and bridge substructures. Using the SensAble™ Dental Lab System, these labs can produce exceptional quality dental restorations with state-of-the-art digital efficiency, consistency, and repeatability for other dental labs in North America, in addition to their own dentists.

SensAble Authorized Production Centers provide design and production services to labs that prefer to outsource the entire design and production process or that wish to just outsource fabrication. SAPCs rely on the [SensAble Dental Lab System](#), a touch-enabled integrated solution for the scan, design, and fabrication of common dental restorations. It is the first integrated digital solution to support the production process for partial frameworks as well as crown and bridge substructures, and the only system to incorporate “3D virtual touch” technology, providing a fast and intuitive way of working, accurate fit, and consistent quality. SensAble Authorized Production Centers ensure consistently high-quality results and fast turnaround by using only SensAble-approved fabrication methods and system components, and adhering to strict quality standards to remain “SensAble-certified,” and by taking advantage of capacity at other SAPC dental labs when needed.

“As Canadian labs contemplate the advantages of going digital, we’re here to help them take the first step,” said Blair O’Brien, director of Dental & Hearing Crafts, which is now the first SensAble Authorized Production Center in Canada. “Since we bought the SensAble Dental Lab System in August, we have delivered more than 600 digitally-designed partials and crown and bridge substructures to dentists and their patients. We were extremely impressed with how it helped us to design more digital restorations in less time using the same number of resources. We now look forward to expanding our business as a SensAble Authorized Production Center. The SAPC program provides every lab with the opportunity to benefit from SensAble’s unique, digital solution.”

“We’ve been so pleased with the quality, time- and cost-savings our lab has achieved with the SensAble system that we are eager to make these advantages available to other labs,” said Scott

Udell, co-owner of Udell Dental Laboratory. “Dentist feedback corroborates that the partials our team creates digitally on the SensAble system fit and seat exceptionally well. By offering SensAble-related services to other dental labs, we can help further the adoption of digital production techniques at any lab that wishes to outsource all or part of the design and fabrication process.”

“Dentistry is going digital, and leading labs have the opportunity to sharpen their competitive edge, enhance their business, and add new revenue streams by offering SensAble design and production services to dentists and other labs,” said Bob Steingart, president of SensAble Technologies and general manager of its dental group. “We are delighted to count Dental & Hearing Crafts and Udell Dental Lab in the growing lineup of SensAble Authorized Production Centers that will set the standard for the production of digitally-designed dental restorations.”

About Dental & Hearing Crafts, Ltd.

Founded in 1986, Dental & Hearing Crafts, Ltd. is a full service dental lab based in Mount Pearl, Newfoundland, Canada, that provides a wide range of dental restoration production services – from complex implants to temporary partial dentures, crown and bridge work, and repairs. The company also manufactures ear molds for hearing aids, swim plugs and noise suppressors.

About Udell Dental Laboratory

Udell Dental Laboratory is a family-operated, full-service dental lab located just outside Minneapolis in St. Louis Park, Minnesota that has been working with dentists since 1948.

About SensAble Technologies

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 34 patents granted and over 6,000 systems installed worldwide, SensAble Technologies' haptic technology is being used in applications ranging from designing toys and footwear, to surgical simulation and stroke rehabilitation, to dental restorations, 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.

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