

SensAble Technologies' Dental Unit Closes a Strong 2008 By Adding First International Distributor and 4 More Authorized Production Centers

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Affirms Productivity, Versatility Advantage of SensAble Dental Lab System

WOBURN, MA January 13, 2009 – [SensAble Technologies, Inc.](#)®, the leading provider of haptic devices and touch-enabled modeling solutions, announced that it concluded calendar year 2008 by signing its first international distributor for its award-winning [SensAble Dental Lab System](#), and expanding its network of [SensAble Authorized Production Centers](#) (SAPCs), including its first in Europe. The expanded global presence caps a banner year for SensAble's dental business, which provides an integrated digital solution for dental labs to create common dental restorations such as partial dentures and crowns and bridges.

Worldwide sales of the SensAble Dental Lab System, which began shipping in Q2 2008, well exceeded company projections. SensAble's Dental business also benefited from SensAble's multimillion dollar OEM agreement with cosmetic dentistry leader [Remedent Inc.](#) (OTCBB: REMI) of Deurle, Belgium, announced in July 2008, and then again when Remedent signed a licensing agreement of its GlamSmile™ technology platform with Den-Mat Holdings, LLC, maker of the revolutionary Lumineers® porcelain veneer laminates. As dentistry goes digital, SensAble has been well-positioned to ease the transition at many points in the process of producing common dental restorations – while providing enhanced productivity and flexibility for dental labs that increasingly seek out technology investments with rapid ROI and the versatility to support multiple types of restorations.

SensAble Dental business achievements in late 2008 include:

- **First international distribution agreement in Asia.** Hankook Archive of Seoul, Korea, a professional services company that specializes in CAD/CAM productivity solutions, will resell SensAble's Dental Lab Systems in Korea. Korean dental technicians are highly regarded for their skill and high-quality dental restorations, and the [SensAble Dental Lab System](#) presents a particularly appealing value proposition due to its versatility for supporting the scan, design, and fabrication of partial frameworks, as well as crown and bridge. SensAble's unique application of haptics or "3D virtual touch" technology provides a fast and intuitive way of working that allows dental technicians to easily maintain their unique style and artisanship in the digital domain, while delivering accurate fit and consistent quality.

“With over 2,000 dental labs in Korea – most of whom want to go digital – we see sizable market potential for the SensAble Dental Lab System,” said Bora Kim, manager of international sales and marketing at Hankook Archive. The firm has been a reseller of SensAble’s haptic devices for other applications since 2006. “Typical dental CAD/CAM solutions focus on just a limited part of the overall dental lab production process, which makes it hard for labs to achieve rapid enough ROI to justify their purchase. However because SensAble’s system supports both crown & bridge restorations as well as partial frameworks, we believe SensAble has a decided advantage here. We are already actively in discussions with a number of universities and dental labs that see the SensAble Dental Lab System as a flexible, versatile and rapid pay-back solution.”

- **Expanded SensAble Authorized Production Center Network in US.** New labs to join this network include Minot Dental Laboratory of Minot, ND; Sonshine Dental Laboratories of Newark, DE; and Fairlane Dental Laboratory of Livonia, MI. SensAble Authorized Production Centers produce restorations for their own dentists, as well as provide design and fabrication services to other dental labs. They 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.”
- **First European SensAble Authorized Production Center.** – SOCA Networks, with locations in Bordeaux and Paris, France, became the first international Authorized Production Center. This network of dental labs is one of France’s largest producers of restorations, under contract to the French healthcare system and produces thousands of restorations per year. They also serve as a production center for the design and production of Remedent GlamSmile veneers.
- **Popular Science’s 2008 “Best of What’s New” Award** in the Personal Health category. SensAble’s Dental Lab System was honored for allowing dental lab technicians to work with a joystick-like haptic device to design or “wax-up” dental restorations digitally on a computer-based system, instead of working traditionally to sculpt and carve physical wax by hand. By using technology appealing to the NintendoWii® generation in their daily work, yet retaining the manual dexterity and hand finishing skills that technicians have refined for years, SensAble’s system also allows labs to attract young technicians to a mature field, while replacing time and labor-intensive manual processes.

“SensAble’s strong dental business performance in 2008 validates the need for technician-friendly, design and production systems that will bring dental labs into the 21st century,” said Bob Steingart, president of SensAble Dental Products. “Despite the challenging economy, leading dental labs are viewing the purchase of our technology as an opportunity to enhance their business through increased productivity, more consistent quality and new revenue streams. With new capabilities that we’ll be shipping in 2009 for crown and bridge, as well as further enhancements for partials, we’re poised to deliver an even stronger value proposition to the innovative labs that are using our system.”

About Minot Dental Laboratory

Founded in 1906, Minot Dental Laboratory is one of oldest continually operating full-service dental labs in the US, with a staff of over 20 and a commitment to quality and innovation. For more information, phone 1-800-860-3404.

About Sonshine Dental Laboratories

Sonshine Dental Labs, Inc., located in Newark, Delaware, specializes in high-end removable dental restorations. Founded in 1986, Sonshine melds state-of-the-art technology and good old-fashioned craftsmanship. Every appliance is made onsite in Newark, never outsourced, to ensure the highest quality product. Sonshine employs a highly trained staff with over 200 years of combined experience, and is a certified International Wironium Circle (IWC) lab.

The lab's uncompromising commitment creates the type of implants, dentures and removable partials that dentists need --the best-looking, best-fitting, highest-quality dental work available anywhere today. For more information, visit www.sonshinelabs.com.

About Fairlane Dental Laboratory

Fairlane Dental Laboratory is a removable lab located in Livonia, Michigan. We have over 30 years of experience and offer a wide variety of appliances to the doctors and laboratories that we serve. With a strict no-offshore policy, we are able to deliver a consistent and reliable product that is very much in demand in today's price-conscious environment. For more information, phone 1-800-634-8689.

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 7,000 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. www.sensable.com.

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