DENTRIX Image 4.0

2004 Competitive Analysis

Image

MSRP
$895 to $8,395 depending on modules

Database Structure
SQL Database

Industry Standards
DICOM Compliant

Multi User
Up to 10 users
License for over 50

X-Ray Module
Image manipulation
Bone density viewer
Annotations, distance and angle measurements

Cosmetic Imaging Module
Whitening Module
Smile Manipulation
Image Manipulation

Additional Modules
Video Conferencing
DVD Movies
Patient Education
Slideshow

Practice Management Software Integration
Seamless integration with DENTRIX

Digital Imaging Product Integration
Full integration with Dentrix ImageCAM and ImageRAYi.
High integration with most other products.

Support
Full high-tech specific support

Training Options
Onsite
Online
Phone
Internet
Manual

Upgrades
Free with annual support plan
Available for purchase by release

TALKING POINTS

Essential Imaging Equipment: Imaging software is an increasing essential tool within a dental practice to facilitate communication and case acceptance.

High Return on Investment: Image 4.0 facilitates increased case acceptance and a practice's professional and technological image.

Award-Winning Software: Received a 5-star rating from *Reality Choice* for its feature set, digital x-ray module, functionality and integration.

True Integration: Highest level of industry integration with DENTRIX® practice management software for increased navigation and functionality.

Image Sharing: DICOM compliant for image transfer among software systems. Integrated with DENTRIX eClaims to include electronic attachments with claim submission.

Features: Loaded with image enhancement features such as tooth whitening, smile manipulation, image sharpness control, bone density viewing, measurements, annotations, and much more.

X-Ray Module: Instantly acquire and manipulate x-ray images from a variety of digital x-ray products.

Input Devices: Image 4.0 can acquire images with a variety of products such as intraoral cameras, digital x-rays and digital video products.

Customer Support: Dentrix Dental Systems has the highest level of software customer support available in the industry.

Exclusive Features: Digital video capture and image extraction from video is exclusive to Image 4.0.

Trends: The demand for cosmetic and restorative dentistry is rising. Imaging software is a tool to sell these services.

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THE NEW IMAGE 4.0

Dentrix Image 4.0 imaging software has become the pacesetter for imaging software in the dental industry. With its redesigned database for improved speed, enhanced integration with a broader range of products and superior function better suited for operatory use, Image 4.0 will remains the top choice for imaging software. Image 4.0 is fully integrated with DENTRIX practice management software, enabling practices to rely on a single patient record.

DENTRIX Image 4.0 has explosive new features including a lightning-fast SQL database, DICOM compliancy and new x-ray capturing tools. Image will quickly capture intraoral images, digital x-rays, scanned documents, or even movie files—all of which can be manipulated or annotated for professional and effective case presentation. Image 4.0 is a powerful tool for the whole office and a must for those offices using digital imaging technology of any kind.

Your customers have many choices when it comes to imaging software, so we want to inform you what Image 4.0 offers compared to the competition. The following data will give you a good idea as to how DENTRIX Image 4.0 stacks up.

KEY BENEFITS AND FEATURES

Award-Winning Software: Image 4.0 was recently awarded a 5 out of 5-star rating from Reality Choice Magazine for its feature set, digital x-ray module, functionality and exceptional integration with Dentrix ImageRAY*i*, ImageCAM and DENTRIX practice management software.
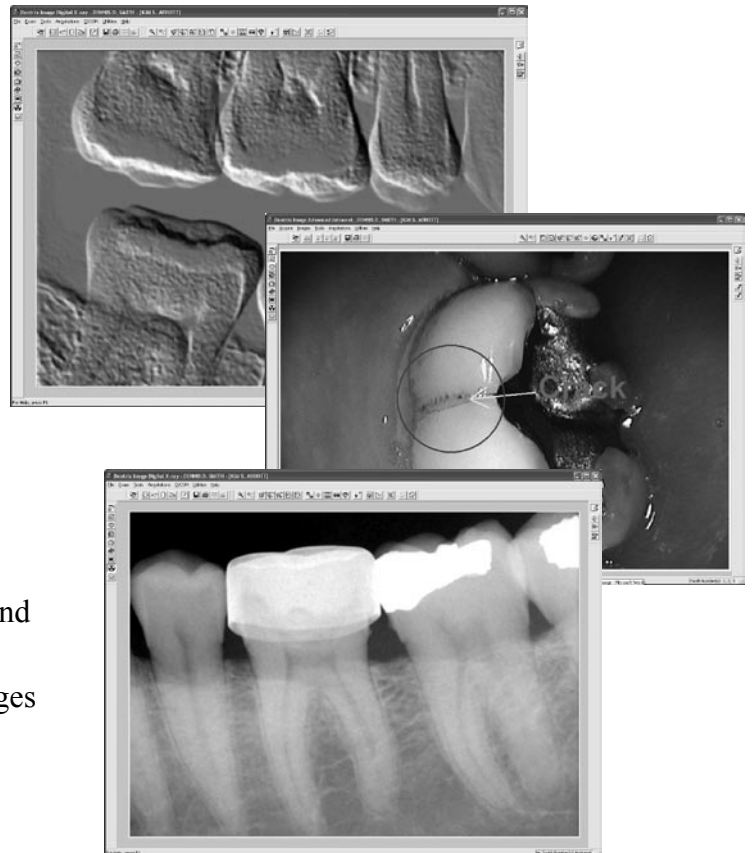
True Integration: Image 4.0 seamlessly integrates with DENTRIX® practice management software allowing you to view and attach patient images directly to patient files and charts.

DICOM Compliant: Enables simple transfer and sharing of image files among a variety of plat-forms. The end result is the ability to share images with specialists and other colleagues who use DICOM compliant imaging software.

Enhanced Database: A newly designed SQL database increases speed, database management and improves system stability.

Image Enhancement Tools: Image 4.0 is packed with image enhancement features such as whitening and smile manipulation. Exceptional features like iEnhance allows users to adjust im-age sharpness to their preference. Image 4.0 is full of other features to enable every employee to create beautiful smiles and diagnose key images regardless of their computer skill level.

Digital X-Ray: Instantly acquire and change contrast, opacity, brightness, and sharpness in ad-dition to viewing density, annotating and measuring distances and angles. Image 4.0 works with the majority of digital x-ray products and has additional features for other third party systems.
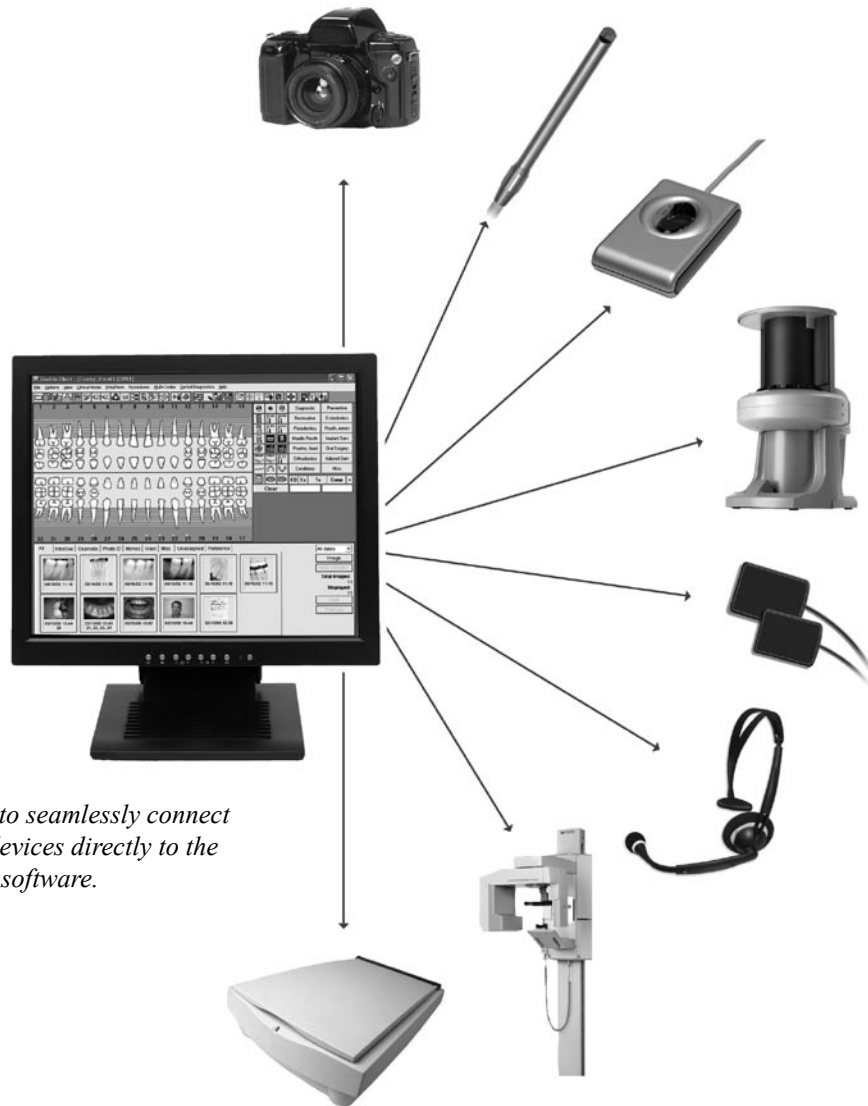
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Image 4.0 allows you to seamlessly connect many different input devices directly to the practice management software.

KEY BENEFITS AND FEATURES (continued)

Functionality: Image 4.0 has streamlined functionality allowing users to accomplish many tasks in a single step.

Digital Video Capture: Intraoral digital video can be recorded through a variety of mediums including the Dentrix ImageCAM USB 2.0 intraoral camera. Still photos can be effortlessly extracted from video sequences. This is an exclusive feature of Image 4.0.

Award-Winning Customer Support: Dentrix Dental Systems has the highest level of imaging and practice management software customer support available in the industry, helping to ensure practices will keep operating smoothly.

Claim Attachment: Easily attach images to a claim and electronically send for faster submissions and faster payments.

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CUSTOMER BASE

Approximately 35% of the dental market owns operatory software, which includes electronic charting and imaging software. About half of the Dentrix customers who have imaging software use DENTRIX Image 4.0. Imaging software is becoming an increasingly popular product and users can be expected to steadily increase partly due to the increasing trend in digital x-rays, rise in demand for cosmetic and restorative dentistry and the complimentary nature of imaging software.

COMPETITORS

Imaging software falls into one of three categories:

- **Standalone Software** – Software developed to work with any digital imaging product regardless of make and model. Integration to practice management software is done through a software bridge.

- **Product Specific Software** – Imaging software specific to a digital imaging product such as an intraoral camera or digital x-ray. Much of the imaging software available falls into this category.

- **Practice Management Integrated Software** – Developed by a practice management software company for specific integration with practice management patient files. Imaging files are stored in the patient file within the practice management software. Dentrix Image 4.0 is a great example of this. (For more information on integrations, see Practice Management Software 2004 Competitive Analysis)

Some of the top players within the industry are DENTRIX Image 4.0, ViperSoft, Schick, Image FX, MediaDent and Trophy.

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PRODUCT COMPARISON

The following provides comparison data on some of the most prominent imaging software available on the market. Due to the large amount of providers in this field, the list is not entirely inclusive, but shows the differences and similarities of some of the major players.

Company	Software	Image Mangement	Cosmetic Imaging°	X-Ray Module¹	MultiUser Cost	Image Enhance²	Bone Density	Caries Detection	Training Methods	Support	Upgrades	Integrated	Unique Features
Dentrix Dental Systems	Image 4.0	Yes	Yes	Yes	$895 to $8,395*	Yes	Yes	No	Onsite/Offsite/ Phone/Manual/ Online	Manual/ Online/ Telephone/ Onsite	With Support Plan	Full DDO Integration	Image extraction from video
Schick Technologies	CDR DICOM	Yes	No	Yes	$4,902	Yes	Yes	No	Onsite/Offsite/ Manual/Online	Online/ Telephone	With Support Plan	Eaglesoft Integrated	
SciCan	Image F/X	Yes	Yes	Yes	$4,320	Yes	No	No	Manual/Phone/ Tutorial/ Onsight	Telephone	With Fee	Bridge to Most PMS	
Kodak/ PracticeWorks/ Trophy	Dicom Imaging	Yes	Yes	Yes	$4,295	Yes	No	No	Manual/ Onsite/ Telephone	Online/ Telephone/ Onsite	With Support Plan	PracticeWorks/ Softdent Integrated	
MediaDent	MediaDent Digital Imaging	Yes	Yes	No	$3,995	Yes	Yes	No	Onsite/Offsite/ Manual/Online	Online/ Telephone	With Support Plan	Bridge to Most PMS	
CamSight	CDM	Yes	No	Yes	$3,995	Yes	No	No	N/A	Online/ Telephone	N/A	Bridge to Most PMS	
Patterson	EagleSoft Cosmetic Imaging	Yes	Yes	Yes	$3,600	Yes	Yes	No	Onsite	90 Days/ Toll Free	With Support Plan	Eaglesoft Integrated	*Exposure Advisor* optimises over/underexposed images
SpectraVu/ITC	Keyne Dental Imaging	Yes	No	Yes	$2,395 to $3,295	Yes	No	No	Manual	Online	With Support Plan	Bridge to Most PMS	3d imaging
Televere Systems	TigerView	Yes	Yes	Yes	$3,290	Yes	Yes	No	Onsite/ Telephone/ Manual	Online/ Telephone	No Fee	Bridge to Most PMS	ScanX specific x-ray software
Kodak/ PracticeWorks/ Trophy	RVGui Ultimate Imaging	Yes	No	Yes	$3,000	Yes	Yes	Yes	Manual/ Onsite/ Telephone	Online/ Onsite/ Fax/Email	With Support Plan	Bridge to Most PMS	Logicon Caries Detection
Apteryx	XV	Yes	Yes	Yes	$2,395	Yes	Yes	No	Onsite/Offsite/ Manual	Manual/ Online/ Telephone	With Support Plan	Bridge to Most PMS	
Progeny Dental	Cygnus Imaging Software Cygnus Media	Yes	Yes	Yes	$1,695	Yes	Yes	No	Manual/ Online/ Telephone	Unlimited Toll Free	No Fee	Bridge to Most PMS	
Planmeca	Dimaxis	Yes	No	Yes	N/A	Yes	Yes	Yes	Through local dealer	Through local dealer	Free for first 12 months	Bridge to Most PMS	

*Pricing dependant on variety of modules and current support plan status. Call for exact pricing.
°Must include tooth whitening and image manipulation.
¹Must be an x-ray specific program, not a general image program. Must include annotation, measurements and angles.
²Must include contrast, negative, rotation, zoom and sharpen.

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FUNCTION

Imaging software is a critical tool for dentists utilizing any kind of digital imaging product. The most basic imaging software enables users to capture and store digital images. More advanced software allows the user to process and enhance images using simple tools that alter brightness, contrast, image size, image orientation, sharpness, inversion, pseudocolor alteration and texturing as well as measuring distances and angles. This may also include photo manipulation tools for patient education and case acceptance such as tooth whitening and smile manipulation, designed to provide an insight as to how patient's teeth may look after treatment. The most advanced imaging software includes diagnostic functions such as bone density graphs and caries detection.

Imaging software is a key factor of digital integration within the practice. Most imaging software requires software bridges—a program designed to transfer data between two separate programs—to practice management software. Data acquired in imaging software without bridges or integration will remain in an imaging database separate from patient files in the practice management software. Products utilizing bridges may allow patient files within the practice management software to access imaging files resident in the imaging software. Products with true integration actually keep all image files within the patient file of the practice management software, creating a one patient record. For more detailed information, see the Practice Management 2004 Competitive Analysis.

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INDUSTRY TRENDS

Imaging software entered the dental market after the introduction of intraoral and extraoral cameras. The software was a compliment to cameras, enabling doctors to electronically archive the images instead of simply printing them. New Image Industries pioneered this with the AccuCam PC, which was a simple archiving system allowing images to be annotated. Soon after, the same company released AccuView, the first dental imaging software to include morphing and bleaching, allowing dentists to show before and after images.

Image manipulation features enabled dentists to increase case acceptance by allowing not only the ability to support their recommendations with documented images, but also provided the patients with an idea of their smile potential. Since then, imaging software has evolved from simply capturing and manipulating photos to include diagnostic tools and integration with digital x-rays and has been a key product in promoting back office penetration.

Imaging software sales can be expected to steadily increase due to the rising popularity of digital x-ray sales and the renewed interest in high-end intraoral cameras. Imaging software is a complimentary product for both intraoral cameras and digital x-rays. In addition, cosmetic imaging software can be expected to rise with the expanding popularity of cosmetic dentistry. Cosmetic imaging software will be increasingly useful in case acceptance for restorative dentistry and showing the aesthetic benefits of composite fillings over amalgam.

ADDITIONAL INFORMATION

For additional information, contact your local Dentrix representative or visit us on the web at www. dentrix.com. For your representative's contact information or if you have any questions call 1-800-DENTRIX.

Notes on Image 4.0