DENTRIX Image 4.0

2004 Competitive Analysis

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>MSRP</td>
<td>$895 to $8,395 depending on modules</td>
</tr>
<tr>
<td>Database Structure</td>
<td>SQL Database</td>
</tr>
<tr>
<td>Industry Standards</td>
<td>DICOM Compliant</td>
</tr>
<tr>
<td>Multi User</td>
<td>Up to 10 users</td>
</tr>
<tr>
<td>X-Ray Module</td>
<td>Image manipulation, Bone density viewer, Annotations, distance and angle measurements</td>
</tr>
<tr>
<td>Cosmetic Imaging Module</td>
<td>Whitening Module, Smile Manipulation, Image Manipulation</td>
</tr>
<tr>
<td>Additional Modules</td>
<td>Video Conferencing, DVD Movies, Patient Education, Slideshow</td>
</tr>
<tr>
<td>Practice Management Software Integration</td>
<td>Seamless integration with DENTRIX</td>
</tr>
<tr>
<td>Digital Imaging Product Integration</td>
<td>Full integration with Dentrix ImageCAM and ImageRAYi, High integration with most other products</td>
</tr>
<tr>
<td>Support</td>
<td>Full high-tech specific support</td>
</tr>
<tr>
<td>Training Options</td>
<td>Onsite, Online, Phone, Internet, Manual</td>
</tr>
<tr>
<td>Upgrades</td>
<td>Free with annual support plan, Available for purchase by release</td>
</tr>
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</table>

**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

**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.
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 remain 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 ImageRAYi, 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 platforms. 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 image 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 addition 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.
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.
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.
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.

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<tbody>
<tr>
<td>Dentrix Dental Systems</td>
<td>Image 4.0</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>$895 to $8,395*</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Onsite/Offsite</td>
<td>Manual/Online</td>
<td>With Support Plan</td>
<td>Full DDO Integration</td>
<td>Image extraction from video</td>
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<td>Schick Technologies</td>
<td>CDR DICOM</td>
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<td>Yes</td>
<td>$4,302</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Onsite/Offsite</td>
<td>Manual/Online</td>
<td>With Support Plan</td>
<td>Eaglesoft Integrated</td>
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<td>SciCan</td>
<td>Image F/X</td>
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<td>Yes</td>
<td>Yes</td>
<td>$4,320</td>
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<td>No</td>
<td>No</td>
<td>Manual/Phone</td>
<td>Online/Telephone/</td>
<td>With Fee</td>
<td>Bridge to Most PMS</td>
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<td>Kodak/PracticeWorks/Trophy</td>
<td>Dicom Imaging</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>$4,295</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>Online/Manual</td>
<td>Online/Telephone/</td>
<td>With Support Plan</td>
<td>PracticeWorks/Softdent Integrated</td>
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<td>MediaDent</td>
<td>MediaDent/</td>
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<td>Yes</td>
<td>No</td>
<td>$3,995</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
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<td>Online/Telephone/</td>
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<td>Bridge to Most PMS</td>
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<tr>
<td>CamSight</td>
<td>CDM</td>
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<td>Yes</td>
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<td>Yes</td>
<td>No</td>
<td>No</td>
<td>N/A</td>
<td>Online/Telephone/</td>
<td>N/A</td>
<td>Bridge to Most PMS</td>
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<tr>
<td>Patterson</td>
<td>EagleSoft Cosmetic Imaging</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>$3,900</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Onsite</td>
<td>90 Days/</td>
<td>With Support Plan</td>
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<td>Exposure Advisor</td>
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<td>SpectraVul/ITC</td>
<td>Keyne Dental Imaging</td>
<td>Yes</td>
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<td>$2,305 to $3,295</td>
<td>Yes</td>
<td>No</td>
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<td>Manual/Online</td>
<td>Online/With</td>
<td>With Support Plan</td>
<td>Bridge to Most PMS</td>
<td></td>
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<tr>
<td>Televeeer Systems</td>
<td>TigerView</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>$3,290</td>
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<td>Yes</td>
<td>No</td>
<td>Onsite/Telephone</td>
<td>Online/Telephone/</td>
<td>No Fee</td>
<td>Bridge to Most PMS</td>
<td>ScanX specific x-ray software</td>
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<tr>
<td>Kodak/PracticeWorks/Trophy</td>
<td>RVGui Ultimate Imaging</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>$3,000</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Online/Manual</td>
<td>Online/Onsite/Fax/email</td>
<td>With Support Plan</td>
<td>Bridge to Most PMS</td>
<td>Logicom Caries Detection</td>
</tr>
<tr>
<td>Apextyx</td>
<td>XV</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>$2,395</td>
<td>Yes</td>
<td>Yes</td>
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<td>Onsite/Offsite</td>
<td>Manual/Online</td>
<td>With Support Plan</td>
<td>Bridge to Most PMS</td>
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<tr>
<td>Progeny Dental</td>
<td>Cygnus Imaging Software</td>
<td>Yes</td>
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<td>Yes</td>
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<td>Yes</td>
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<td>No</td>
<td>Manual/Online</td>
<td>Unlimited</td>
<td>No Fee</td>
<td>Bridge to Most PMS</td>
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<tr>
<td>Planmeca</td>
<td>Dimaxis</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>N/A</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Through local dealer</td>
<td>Through local dealer</td>
<td>Free for first 12 months</td>
<td>Bridge to Most PMS</td>
<td></td>
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</tbody>
</table>

*Pricing dependent on variety of modules and current support plan status. Call for exact pricing.
*Must include tooth whitening and image manipulation.
*Must be an x-ray specific program, not a general image program. Must include annotation, measurements and angles.
*Must include contrast, negative, rotation, zoom and sharpen.
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.
INDUSTRY TRENDS
Imaging software entered the dental market after the introduction of intraoral and extraoral cameras. The software was a complement 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 complementary 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