Media release

Straumann at the 2009 IDS

- *Partnership with Ivoclar Vivadent expands range of materials for Straumann implant and CADCAM prosthetics*
- *Straumann acquires dental business of IVS Solutions AG, a provider of state-of-the-art computer software for guided implant surgery and planning*
- *Straumann launches high precision instrument kit for guided surgery with broad compatibility*
- *New etkon visual 5.0 software further enhances ease of use of Straumann's CADCAM technology*

Cologne, 25 March 2009: At Europe's leading dental trade fair, the International Dental Show (IDS) in Cologne, Germany, Straumann today announced a number of initiatives and innovations that position the company not only as a leader in esthetic tooth replacement and restoration solutions but also as a future provider of choice in digital dentistry and guided implant surgery.

Partnership of excellence
At the IDS earlier this week, Straumann announced a new partnership with Ivoclar Vivadent to offer state-of-the-art esthetic solutions for implant and restorative dentistry. Under the agreement, Ivoclar Vivadent will supply its proprietary high-performance IPS e.max ceramics to Straumann for use in the latter's dental prosthetic solutions – both implant and tooth borne. The first joint product, the Straumann® Anatomic IPS e.max® implant abutment, is being launched at the IDS. Made from high quality durable zirconium dioxide, it comes in two proprietary color shades, two gingival heights, and two configurations (straight and angled), offering a flexible, 'off-the-shelf' solution that can be easily modified both by technician and dentist. The new abutment will be available in Europe as of April and in North America from July onwards.

In the course of the year, Straumann® CADCAM (etkon) prosthetics will become available in Europe in IPS e.max lithium disilicate ceramic, a high performance material that combines strength with translucence and colorability – key features for achieving restorations that are indistinguishable from natural teeth.

Guided implant surgery
The combined use of 3-dimensional imaging technology and computers to plan and execute precise implant placement is an emerging trend in implant dentistry. With the help of a computed tomographic image of the patient's jaw, the dental surgeon plans the position, angulation and depth of the implant on a computer using sophisticated software. The design is transferred to a plastic template, which the surgeon uses as a guide for drilling, profiling and thread cutting.

Computer guided surgery based on modern CT imaging techniques offers the dentist a clear view of the bone condition and the final implant location, in addition to simplifying

the planning and execution of complex procedures. It thus reduces risk of surgical and prosthetic complications.

IVS acquisition expands Straumann's digital dentistry portfolio
Straumann announced today that it has signed an agreement to acquire the dental business of IVS Solutions AG, a small privately held company based in Chemnitz, Germany. IVS develops and sells proprietary software applications used for computer guided implant surgery and to design and fabricate surgical templates. The templates are produced by dental laboratories. The acquisition includes the full range of IVS preoperative planning software products as well as their world class software development team. It thus strengthens Straumann's in-house software capabilities and expertise, which hitherto have been focused on CADCAM restorative dentistry. Straumann expects to introduce IVS based systems later in the year.

New surgery kit for computer guided implant placement
Among the new products presented by Straumann in Cologne is a comprehensive instrument kit for guided implant surgery. Engineered and crafted with Straumann precision, the kit contains all the instruments, drills, profilers and taps needed to place Straumann implants with surgical templates currently made with open-library (non-exclusive) 3D software systems, including IVS, Materialise, med3D, iDent, and siCAT. Like other Straumann products, the storage cassette and all the items in the kit are color-coded to simplify handling. Needless to say, the kit follows proven Straumann procedures and has been clinically tested.

New etkon CADCAM software
Straumann also launched a further update of its powerful etkon CADCAM software, which is designed to make the dental technician's job simpler than ever. The latest release, etkon visual 5.0, downloads automatically and offers multiple new features. For instance, the tooth library added last year is now complemented by an occlusal surface database, enabling the technician to adjust the prosthetic design to the patient's bite (cut-back or full contour crowns). This is particularly important for the IPS e.max ceramic and enables Straumann to be the first company to offer this material through a centralized milling service. There is also a feature for designing the undercut of bridges, which complements the existing crown undercut facility. Other new features include a new 'Scanbody'[1], which fully digitalizes the CADCAM process of designing abutments for all Straumann implant platforms.

These additions – together with the speed, accuracy, convenience and practical design of the laser scanner – position the Straumann CADCAM package as a solution of choice for dental labs.

Update on Straumann® Membrane and Roxolid™
Straumann's innovative PEG membrane for guided bone regeneration has now successfully completed preclinical and clinical trials including head-to-head comparisons with conventional rival materials. The results, which have just been published, demonstrate considerable handling improvements and reductions in application time[2]. The product has also demonstrated excellent barrier function over the requisite period for bone formation[3]. With Straumann's Biora products successfully

[1] CE mark pending
[2] Jung R, Hälg G, Thoma D, Hämmerle C, A randomized controlled clinical trial to evaluate a new membrane for guided bone regeneration around dental implants. Clin Oral Implants Res 2009, 20: 162-168
[3] Thoma DS, Halg GA, Dard MM, Seibl R, Hammerle CH, Jung RE. Evaluation of a new biodegradable membrane to prevent gingival ingrowth into mandibular defects in minipigs. Clin Oral Implants Res 2009; 20: 7-16

relaunched in the US, the company's regenerative team is working towards bringing the membrane to key customers later in 2009, with a full launch slated for 2010.

Straumann's innovative high performance material, Roxolid, which is considerably stronger than the current material of choice for implants[4], titanium, is undergoing an extensive clinical program. Preclinical investigation has indicated that the new material may integrate with bone better than titanium[5]. Initial observations in clinical settings have been very promising[6]. In February, Roxolid received marketing clearance from the Food and Drug Administration in the US. Pending favorable outcomes of ongoing trials, the initial launch is expected later in the year.

Due to its improved strength, Roxolid paves the way to smaller diameter implants which will be useful for situations where space is limited, for instance in the anterior region of the mouth. Thinner implants could also be valuable in situations where the jaw bone is too thin to accommodate a conventional implant without bone augmentation. As a result, Roxolid could offer considerable savings in addition to simplifying procedures.

These are just examples of pipeline innovations that Straumann is developing to enhance the standard of patient care and to contribute to changing the face of dentistry. Further information is available at www.straumann.com.

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[4] Fatigue tests according to ASTM ISO 14801, data on file
[5] Gottlow J. Preclinical data presented at the 23rd Annual meeting of the Academy of Osseointegration (AO), Boston, February 2008, and at the 17th Annual Scientific Meeting of the European Association for Osseointegration, Warsaw, September 2008.
[6] Barter S et al. Clinical data presented at the 17th Annual Scientific Meeting of the European Association for Osseointegration (EAO), Warsaw, September 2008