

Press Release



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Gendex Takes An Award-Winning Design To The Next Level

Gendex releases the newly designed Orthoralix® 8500 DDE digital panoramic with added features, a sleek modern design, plus continued affordability!

Des Plaines, IL (July 20, 2009) Gendex is pleased to announce the launch of the new Orthoralix 8500 DDE digital panoramic system. Building on the previous 8500 that won the highest awards for its medical and industrial design attributes, Gendex is now taking this release to the next level.

Better diagnostics in panoramic imaging begins with recognition of critical aspects of the patient's anatomy, especially focal areas. With the new 8500, focal detection is made possible by KINEMAGIC™ Articulated Motion Technology. This morphology-tracing feature precisely follows the patient's focal trough to ensure constant focus across the image. The result is a highly diagnostic image with consistent magnification. With the addition of the industry's smallest focal spot of 0.4 mm, the new 8500 DDE delivers sharper images.

Along with child and adult pan projections, Gendex added TMJ imaging to the new panoramic system. Both frontal and lateral TMJ projections are easy to capture. Plus these new views add to the system's value allowing dentists to take images that otherwise may be referred out.

"Research indicates that adding panoramics to the practice increases diagnostics and also increases production," states Chuck Ravetto, Vice President of Marketing for Gendex. *"We are proud to offer the new 8500 not only for its highly desired features, but because it is a wise investment that helps dentists grow their practices."*

Clinicians and patients alike can appreciate the new patient positioning devices. Easy-to-use lever-actuated temple supports and improved bite guides help the team quickly and efficiently ensure better patient stability for more consistent imaging while providing increased patient comfort.

Enhancing the visual appeal of the previous 8500, winner of the prestigious GOOD DESIGN® award in 2004 for its contemporary style, the new 8500 sports a more sleek industrial design that compliments the aesthetics in any office. Its small footprint also makes it a good choice for dentists who want to save valuable square footage.

Gendex, known for its reliable, innovative, and affordable imaging equipment, offers a wide variety of solutions for both general dentists and specialists. The company's strong history in x-ray manufacturing, along with a deep dedication to deliver products that meet the needs of dental professionals, have earned Gendex numerous awards from the dental community and design world.

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