

Press Release



FOR IMMEDIATE RELEASE

Gendex Creates A Buzz at the Greater New York Dental Meeting

The Experience Gendex team presents a first at the GNYDM — a Flash Mob performance on the exhibit hall floor. The attention-grabbing event amazed and entertained the meeting attendees.

Hatfield, PA (January 9, 2012) Gendex is excited to announce that it successfully staged a Flash Mob event at the Greater New York Dental Meeting in November. This activity is yet another one-of-a-kind endeavor of the Experience Gendex North American Tour that showcases new and existing award-winning products, including the GXDP-300™ panoramic, the GXDP-700™ pan-ceph-3D, and the GXS-700™ intraoral sensors aboard a 46-foot motorcoach.

In the early afternoon on the first day of the meeting, the music began as dancers, who were staged within the crowd and dressed in casual clothing, suits, and scrubs, started performing a few at a time until the group reached over 40 participants. The routine started with a song by local artist Matt Palmer and ended with the company's Experience Gendex theme song. At the end, the dancers dispersed, blending back into the crowd.

The Flash Mob took attendees of the GNYDM by complete surprise. Many onlookers immediately pulled out their cell phones to capture the event. News about this exceptional occurrence spread quickly by word-of-mouth, especially after the *Dental Tribune* daily meeting newspaper provided front-page coverage, and *Dental Products Report* posted video coverage on their online show report.

The company began planning months in advance. After working with the GNYDM to gain permission, they contracted Pavan Thimmaiah of PMT Dance Studios as choreographer. A host of others were involved to make the event a success, including the dancers, videographers, the media, and the Gendex team. Thimmaiah states, *"Everyone had great energy and really came together to embrace the vision and experience. The performance definitely was a unique and creative way to increase the company's awareness."*

Filippo Impieri, Director of Marketing for Gendex said, *"We are already driving innovation across the nation. As a truly creative company, we are on the cutting edge of new concepts for our products and the way that we showcase them. The Flash Mob is a new and exhilarating way to embody the excitement that always surrounds a Gendex experience."*

Full-length video of the Experience Gendex Flash Mob can be viewed on the company's YouTube and Experience Gendex sites.

About Gendex Dental Systems

Gendex, known for its reliable and innovative 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 exceed the needs of dental professionals, have earned Gendex recognition as a global leader. Learn more about the full line of Gendex products at www.gendex.com.

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