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The Accolades Continue For Gendex

GXS-700™ intraoral sensors earn the Pride Institute's Best of Class award.

Hatfield, PA (August 17, 2011) Gendex, developers of GXS-700 dental digital sensors, has been recognized as a recipient of the Pride Institute's Best of Class Technology Award for 2011. Gendex was an honoree in the Foundational category. From its high-quality images and direct USB connectivity to its two sizes of ergonomic and comfortable sensors, the GXS-700 is designed to become a cornerstone of the dental practice.

A panel of dental technology experts, organized by the Pride Institute, a dental practice management consulting firm based in Novato, California, selected this year's winning products through an unbiased, rigorous assessment selection process. The winning technologies were selected by majority vote and divided into four categories: Foundational, Diagnostic, Therapeutic, and Emerging.

The Pride Institute Best of Class Technology awards were launched in 2009 as a new concept to provide an unbiased, non-profit assessment of available technologies in the dental space. Winners of the award are invited to participate in a technology fair showcased at the American Dental Association's annual meeting. *"The technology space has exploded in terms of quantity and quality of available products,"* states Lou Shuman, DMD, CAGS, President of Pride Institute. *"With the potential for a considerable investment amount, it was important that someone step up and provide the corporate and dental communities with an unbiased selection process, led by technology key opinion leadership, with the sole focus of providing true guidance. That was the vision and it has come to fruition thanks to the support of the panel, ADA, Dental Products Report, and Dental Economics."*

The panel consists of seven dentists with significant knowledge of and experience in dental technology, including Dr. Shuman; John Flucke, DDS, writer, speaker and Technology Editor for Dental Products Report; Paul Feuerstein, DMD, writer, speaker and Technology Editor for Dental Economics; Titus Schleyer, DMD, PhD, Associate Professor and Director, Center for Dental Informatics at the University of Pittsburg, School of Dental Medicine; Marty Jablow, DMD, technology writer and speaker; Parag Kachalia, DDS, Director of New Technology at the University of the Pacific, School of Dentistry; and Larry Emmott, DDS, technology writer, speaker and dental marketing consulting. *"I feel very fortunate that a panel of this magnitude has agreed to contribute to the selection process,"* said Dr. Shuman.

"We are excited that our GXS-700 sensors were singled out as Best of Class by the Pride Institute's distinguished Panel," states Filippo Impieri, Director of Marketing for Gendex, and Product Manager during the development of the sensors. *"This accolade underscores our dedication to quality in this and other products that promote better patient care."*

The GXS-700 sensor system will be showcased at the Pride Institute Best of Class Technology Expo during this year's ADA annual session in Las Vegas, NV, October 10-12. At the Expo, dentists will be able to see first-hand why this outstanding system was selected as Best in Class.

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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