

BIOLASE to Sell High-End NewTom Cone Beam 3D Imaging Products in North America

The Associated Press

(<http://www.biolase.com>)

(<http://www.newtom.us>)

BIOLASE Technology, Inc. (NASDAQ: BLTI), the World's leading dental laser manufacturer and distributor, and Cefla Dental Group, a leading Italian dental equipment manufacturer, today announced that the companies have entered a definitive three-year agreement making BIOLASE a distributor of Cefla's NewTom Cone Beam 3D imaging products in the U.S. and Canada. The NewTom products are well respected in the medical and dental communities and considered among the highest quality 3D dental imaging products in the world.

Under the terms of the agreement, BIOLASE will be the exclusive distributor for dentists, dental schools and dental clinics, and non-exclusive for certain other medical markets.

NewTom's Cone-Beam-Computed-Tomography (CBCT) is a compact version of standard CT imaging that uses a cone-shaped X-ray beam to obtain a multitude of radiographs that construct digital 3D models of maxillofacial anatomies. Some of the advantages compared to traditional CT scanners include less radiation, faster scan times and a more comfortable patient experience.

The NewTom 3D imaging products are typically used in highly complex dentistry cases by periodontists, endodontists and oral surgeons where

more involved and higher accuracy images are needed. They are increasingly being adopted by general practitioners for use in placing implants. The current installed base of NewTom in North America and worldwide is approximately 300 and 900 products, respectively.

The combination of the BIOLASE installed base of more than 19,000 lasers among 16,000 customers, brand recognition and marketing expertise with the NewTom reputation for quality and performance was the driving force for the agreement, said Sergio Ghezzi, global managing director of Cefla Dental's NewTom imaging division.

"We have made a strong commitment to establish ourselves as a substantial competitor in the North American 3D CBCT imaging market and consider BIOLASE an ideal partner to accomplish that goal," Ghezzi said. "Working closely with BIOLASE, we believe we can sustain growth in our NewTom U.S. business unit while bringing the dental community the highest quality 3D imaging products in the world."

Federico Pignatelli, BIOLASE Chairman and CEO, noted that the NewTom products will nicely complement the state-of-the-art BIOLASE DaVinci Imaging dental imaging devices and provide dental customers a wider and more comprehensive choice of configurations, range of performance and price points.

"The NewTom CBCT is widely known as the finest 3D imaging unit in the world," Pignatelli said. "NewTom is a great brand and a great technology with market-leading products which will nicely augment our suite of highly respected, advanced imaging products and market

leading lines of diode and all-tissue lasers. We've named this integration of lasers and imaging the Total Technology Solution with the motto, 'See More-Do More.' The better the 3D imaging capabilities of the dental professional, the earlier the diagnosis and the more indications that can be identified and treated minimally invasively with our Waterlase iPlus and iLase laser technologies, in many cases without the use of anesthesia, in a very biologically friendly fashion.

"This partnership is a nice fit for both companies including select other international markets and should also provide us with an entryway into a new and expansive source of revenue from the periodontic, endodontic and oral surgery markets," Pignatelli concluded.

The NewTom Cone Beam 3D imaging products will be featured in BIOLASE's Booth (#1237) at the annual Chicago Dental Society Midwinter Meeting being held February 23-25.

About Cefla Dental GroupThe company manufactured the world's first CBCT scanner in 1997 and NewTom has since become the global leader in maxillofacial and medical CBCT application technology. Located in Verona, Italy, NewTom is part of Cefla s.c., a market leader in production and marketing of a wide range of dental brands such as treatment center and chair lines Anthos, Castellini, SternWeber and Victor, as well as imaging brands NewTom and MyRay. For more information, readers are encouraged to visit www.newtom.us(<http://www.newtom.us/>) or call the company at

+1-704-731-5293.

About BIOLASE Technology, Inc. BIOLASE Technology, Inc., the World's leading Dental Laser Company, is a medical technology company that develops, manufactures and markets dental lasers and also distributes and markets dental imaging equipment, products that are focused on technologies that advance the practice of dentistry and medicine. The Company's laser products incorporate 284 patented and patent pending technologies designed to provide clinically superior performance with less pain and faster recovery times. Its imaging products provide cutting-edge technology at competitive prices to deliver the best results for dentists and patients. BIOLASE's principal products are dental laser systems that perform a broad range of dental procedures, including cosmetic and complex surgical applications, and a full line of dental imaging equipment. Other products under development address ophthalmology and other medical and consumer markets.

For updates and information on laser and Waterlase dentistry, find BIOLASE at <http://www.biolase.com>(<http://www.biolase.com/>), Twitter at <http://twitter.com/GoWaterlase>(<http://twitter.com/GoWaterlase>), and YouTube at <http://www.youtube.com/user/Rossca08>(<http://www.youtube.com/user/Rossca08>).

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