

CEREC software wins Red Dot Design Award for outstanding user experience

The redesigned user interface of the CEREC software from Dentsply Sirona won a coveted Red Dot Award for Brands and Communication Design in November. The software is the centerpiece of CEREC, a leading CAD/CAM system that enables dentists to complete restorations – from digital impressions to the finished crown – in just a single session. The new digital user interface, enhanced help functions, and the intuitive Touch Pad make it easier to use than ever before.

Charlotte/Bensheim, 13 January 2020. The "Rebrush CEREC Software" project from Dentsply Sirona and Ergosign was awarded a coveted Red Dot: Brands & Communication Design Award in the "Interface and User Experience Design" category in Berlin. From the 8,697 applicants, the jury chose the high design quality and intuitive user interface of this project.

Teams from Dentsply Sirona and Ergosign accepted the award at the awards ceremony. "This is recognition of the outstanding work and remarkable creativity that our teams have put into the development of CEREC", stressed Dr. Alexander Völcker, Group Vice President Digital & Orthodontics at Dentsply Sirona. "We are proud of having created a new software design with our colleagues at Ergosign that makes CEREC even easier, faster, and more intuitive to use than before. I warmly congratulate all involved in this success."

Just 5 clicks from the digital impression to the crown

The jury was especially impressed by the intuitive and visually appealing user interface and intelligent automation of the CEREC software. It allows dentists to design high-quality, esthetic crowns easily with just 5 clicks, produce them in one of the CEREC milling units, and insert them in the same session. After making the digital impression with the Primescan intraoral scanner, the preparation margin is then automatically marked, but can be modified manually at any time.

This, in addition to functional adjustments within the software and a changed biogeneric algorithm with improved consideration of the minimum material thickness, leads to initial proposals that require practically no modification. Numerous feedbacks and help functions shorten the learning curve and ensure that the CEREC software can be operated effectively from the start. Examples of the help functions are the color analysis function for support when selecting the suitable tooth color and the virtual articulator to determine functional contacts for improved static and dynamic occlusion.

The Red Dot Award: Brands & Communication Design 2019

The Red Dot Award is one of the largest design competitions in the world. The Brands & Communication Design award was initiated in 1993 as the

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About Dentsply Sirona

Dentsply Sirona is the world's largest manufacturer of professional dental products and technologies, with over a century of innovation and service to the dental industry and patients worldwide. Dentsply Sirona develops, manufactures, and markets a comprehensive solutions offering including dental and oral health products as well as other consumable medical devices under a strong portfolio of world class brands. Dentsply Sirona's products provide innovative, high-quality and effective solutions to advance patient care and deliver better and safer dental care. Dentsply Sirona's headquarter is located in Charlotte, North Carolina. The company's shares are listed in the United States on NASDAQ under the symbol XRAY.

Visit www.dentsplysirona.com for more information about Dentsply Sirona and its products.

"German prize for communication design". Since then, the award has been given every year to the world's best brand designs and most creative projects of designers, agencies, and companies in the categories "Brands" and "Communication". Around 1,400 international guests celebrated the winners at the Red Dot Gala on November 1 in the Konzerthaus Berlin. After the awards were presented, winners and guests had the opportunity to experience the winning projects up close at the Designer's Night in 'ewerk'.

More information at www.red-dot.de

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are available for [> Download](#) on the website.



The CEREC team from Dentsply Sirona and Ergosign at the presentation of the Red Dot Awards in Berlin. Left to right: Christian Murra (Lead UX Designer, Ergosign), Jochen Hartmann (Global Product Management CEREC SW, Dentsply Sirona), David Detzler (Head of Site Berlin, Ergosign), Ravid Aloni (Software Developer HMI, Dentsply Sirona), Rebecca Collong (Global Product Management CEREC SW, Dentsply Sirona), Isabelle Geri (UX Designer, Ergosign), Daniela Hery (Senior UX Designer, Ergosign), Federica Lignini (Project Manager, Ergosign).

