

You get a SPECIAL PREVIEW of companies honored as "Best of Class 2009" by the Pride Institute. We will be providing media coverage throughout Pride's First Annual Technology Fair.

5 COMPANIES

TECHNOLOGY YOU CAN TOUCH

A preview of the Pride Institute's First Annual Technology Fair, to be held at the Greater New York Dental Meeting next month.

Compiled by THAIS CARTER

One of the biggest hurdles to successfully adopting and using new technology is the gray area that can exist between the dental professional and the manufacturer. Too often, the dentist is wary of the sales pitch and can't envision the potential rewards. On the flip side, an overzealous salesperson may focus so much on the pitch that he or she doesn't provide the necessary education to help the product make the transition from shiny toy to revenue driver.

To break down those walls and provide dentists and staff with a venue for learning about technology in a non-threatening, hands-on, education-focused environment, Pride Institute President Dr. Lou Shuman

has created the **The First Annual Pride Institute Technology Fair**, which will debut at the Greater New York Dental Meeting (gnydm.com) this November.

Dental Products Report will cover the fair before, during and after the event, providing in-depth information on the companies the Pride Institute identified as the Best of Class for 2009. Through an unbiased assessment selection process in conjunction with known technology expert, Dr. Larry Emmott, the chosen technologies were divided into four categories: Foundational, Diagnostic, Digital Highway and Emerging. Here, we showcase the first five companies to be recognized. The remaining companies will be featured in *DPR*'s November issue.



DEXIS PLATINUM SENSOR

Inspired by a philosophy of research and development and a history of innovation, DEXIS continues to advance the field of dental radiology with products that fulfill the needs of the contemporary dental practice. The new DEXIS® Platinum intraoral sensor is a shining example of sensor technology.

The sensor itself was devised for efficiency in all aspects. The single sensor concept, originally developed in the DEXIS PerfectSize™ sensor, is transformed with the Platinum sensor that provides more portability and comfort, while its new PureImage™ technology results in even better image quality.

Shareable convenience

The Platinum sensor is an effective part of a busy dental office where time is a precious commodity. While Platinum's portability increases convenience and saves time, it also allows for easy sharing between multiple operatories and field-work. The ability to take vertical and horizontal bitewings and all periapicals with a single sensor eliminates the cost and inconvenience of using multiple sensors of different sizes.

The integrated USB functionality allows direct connection to the computer with no adapters, no controllers, no docking stations—what the company has aptly termed "plug-n-ray." DEXIS is

the first to offer gold plating on the sensor's USB connector for better durability. The patented WiseAngle™ cable exit, located on the back of the sensor, also provides cable flexibility to reduce stress on the unit and increase its reliability.

Besides boosting efficiency of radiographic procedures for the office staff, the Platinum sensor's streamlined ergonomic sensor housing also increases patient comfort. TrueComfort™ delivers on its name with a new design that refines the sensor's beveled corners and rounded casing, eliminating sharp edges against the patient's tissues. The new smaller, angled dome on the back incorporates the proprietary WiseAngle™ cable exit that increases comfort and efficiency for precise placement, especially in posterior regions, allowing for a better radiographic experience.

High-res with low dosage

It's not just the outward physical aspects of this sensor that take it from the gold standard in imaging to "platinum" status. Because well-defined subtleties in x-ray images are essential to diagnosis, the development of PureImage technology—a combination of highly sophisticated software and premium-quality hardware components—is just what the doctor ordered. Even the most obscure variation in density can be detected by the sensor's 16,000 shades of gray generated by a 14-bit analog-to-digital converter. High resolution and details deliver more clinically meaningful images. More than 20 visible line pairs offer remarkable image clarity and exclusive 2.2-megapixel size images remain crisp when enlarged.

The Platinum sensor also addresses both the dentist's and patient's concerns over radiation exposure, regardless of the age of the x-ray unit. The sensor has an enhanced quantum efficiency that makes it very receptive and efficient when capturing



x-ray images across a dynamic range of radiation settings. This reduces the number of retakes needed because of under- and over-exposure, and potentially lowers radiation dosages. Whether using the latest x-ray generator or an older model, Platinum results in consistent images as the DEXIS hardware and software work in harmony, compensating for radiation variances and guarding against under- and over-exposure. In addition, each image acquired using the DEXIS software includes a radiation dose indicator providing the clinician with visual feedback and a benchmark when increasing or decreasing radiation dosage. →

Imaging excellence
The DEXIS Platinum digital sensor is designed for efficiency, comfort, durability and optimal image quality.

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<p>Pano+Tomo+Ceph</p>  <p>\$44,995</p>	<p>I-Max Easy Digital Pano</p>  <p>\$26,690</p>	<p>USB 2.0 Intraoral Camera</p>  <p>\$799</p> <p>Altis DC X-ray</p>  <p>\$3,995</p>

All specials end October 31, 2009



Photo: fotog/Getty Images

Software simplicity

Besides producing sensors that provide clear, detailed images, DEXIS software also takes the “busy-work” out of the busy office. DEXIS software is intuitive and easy to use. Its “One-Click Full-Mouth Series” reduces the time of capturing an FMX to five minutes from start to finish. When the sensor detects radiation, the image is automatically saved, dated, tooth numbered, and correctly oriented—all without stopping to enter the information at that time. Images appear instantly, eliminating the wait and effort spent developing and mounting x-rays, and retakes also can be done immediately.

Over the years, DEXIS has been recognized for many other innovations. In January 2001 the ADA accepted the DEXIS intraoral digital x-ray system into the prestigious American Dental Association Product Acceptance Program, making DEXIS the first system to attain this recognition. It also was the first company to achieve DICOM conformance in 2000. In 1997, DEXIS introduced digital radiography on laptop computers—a first in portable and affordable digital x-ray systems.

From patient care to research and development, enhancing the imaging process has always been the sole focus of the DEXIS team. Join DEXIS at the Pride Institute’s Tech Fair at Greater New York Dental meeting for a hands-on experience with the new Platinum sensor and its dynamic imaging software.

FOR MORE INFORMATION visit dexis.com or call 888-883-3947.

BioRESEARCH

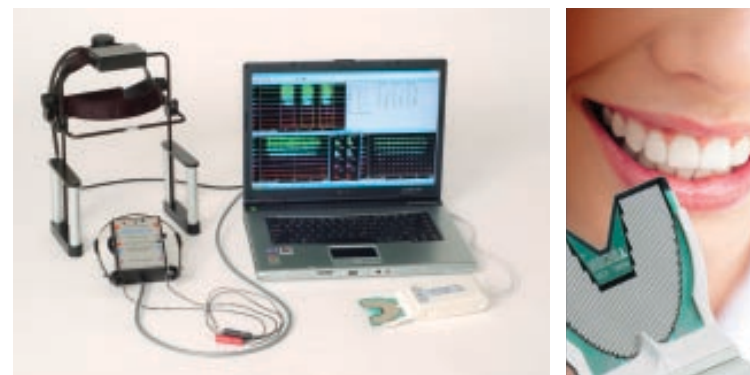
At BioRESEARCH Assoc. Inc. they design, develop and manufacture objective diagnostic aids for the TMJ, craniofacial muscles and occlusion. Their product line includes Joint Vibration Analysis (JVA), T-Scan III, BioEMG and the JT-3D Jaw Tracker. But they’re more than just a TMD or craniofacial pain company.

BioRESEARCH gained its reputation among the leaders in organizations like IADR, AACF, ICCMO and the AAOP. But today they’ve branched out in to all fields of dentistry where the clinician either changes the way the teeth fit together, or changes the vertical, lateral or A/P position of the mandible as it relates to the maxilla.

The company’s markets are restorative dentistry, orthodontics, TMD, dentures and dental sleep medicine. In each of these areas there is the potential to change mandibular position and the occlusion either on purpose or by mistake. BioRESEARCH’s products give you the ability to measure the function of your patient’s physiology before and after treatments in a way that’s fast, easy and objective.

Numerous applications

These products have applications in many aspects of everyday dentistry, not just TMD. The Dawson Academy and other leaders of CR philosophy have long promoted the



idea that all occlusal analysis begins with the TMJ. BioRESEARCH has developed Joint Vibration Analysis to record the energy, duration and frequency of the vibrations of the TMJ during function, the “pops & clicks” you will.

The T-Scan III allows you to record the force, timing and balance of your patient’s bite in just a few seconds. What dentist in his or her right mind would not want to know that before sending a patient home?

While there are some other companies that make diagnostic aids for the TMJ, or the muscles, or occlusion, BioRESEARCH carries a line of objective measurement tools for the TMJ, the craniofacial muscles, jaw movement and position as well as the force timing and balance of the occlusion. In addition, the company keeps a strict focus on diagnosis and not on pushing any individual treatment philosophy.

ROI success

During rough economic times for many, the company’s domestic sales

are up 22% over this point last year, and clients are reporting improved bottom lines.

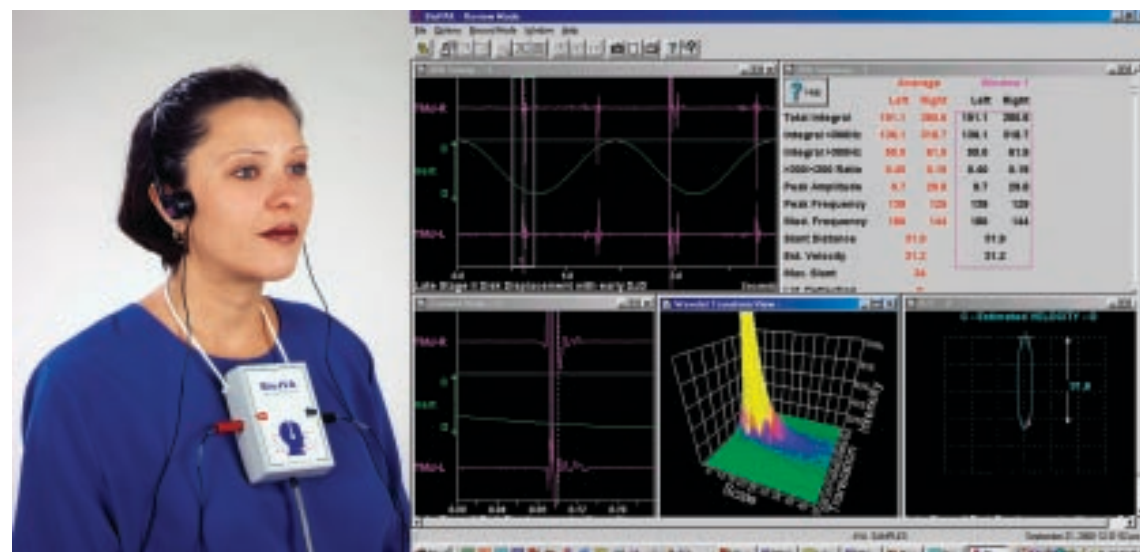
Like it or not, dentistry is a business. Like any other business you look for prospects and make sales. The diagnostic work up is your prospecting phase and the treatment you deliver is your sale. Today we see less treatment acceptance but people have not quit dentistry forever—they’re just waiting. Too many practices respond to this by scaling back their efforts to properly and thoroughly diagnose their patients.

BioRESEARCH clients respond with an approach that not only sees them through the recession, but provides a higher standard of care and sets them up for huge gains when the economy rebounds. By providing a comprehensive exam and records appointment, clients are presenting a clear picture of their patients’ dental health and needs. Their patients may not be able to, or may not want to address all those needs right away, but that’s OK. What is critical is that you’ve addressed them, and now the patient is aware of his or her stomatognathic health. When the time is right, that patient will act.

FOR MORE INFORMATION visit BioRESEARCHinc.com or call 800-251-2315.

Beyond TMD

BioRESEARCH can provide a variety of data that can not only help with issues pertaining to TMJ, but also to support treatment recommendations regarding restorative care and ortho.



CUBEX

How do you order and manage dental supplies for your practice? Maybe your office manager’s desk serves as ground zero for an onslaught of post-it notes from staff when inventory levels dip. Or, perhaps you take the spur-of-the-moment approach and order over the phone because a rep happened to call. Or, maybe you’ve run out of an item during a procedure with a patient in the chair.

Despite recent innovations in patient care, many dental offices still take the inefficient and costly “fly by the seat of the pants” approach when it comes to managing thousands of dollars in inventory. CEO Anton Visser and his team developed the Cubex cabinet so any dental practice could manage inventory as Fortune 500 companies do—on a “just in time” basis. “What we do is bring that level of sophistication to the dental office, and they get to track supplies with a touch of a button,” Visser said.

Web-linked storage

The Cubex cabinet is a sleek, see-thru cabinet with a computerized entry system placed at eye level on the front. A bank of drawers and shelves within the cabinet hold everything from bonding agents and implants to latex gloves. It connects to the Cubex Smart Inventory Manager, a secured

Inventory 2.0
You can now take the most “low tech” part of your office, the storage closet, and turn it into a beacon of digital efficiency for the practice.



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3 FITS DIRECTLY OVER WEDGE

The slotted bottom fits directly over the wedge simplifying placement and allowing for wedge adjustment.

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The tips of the new Soft-Face™ 3D-Ring are wider than standard separator rings allowing placement on wider embrasures.

“Garrison hit a home run with the new rings. They have a beautiful positive seat, and because they don't slip off the tooth, the learning curve for the whole procedure is less by a substantial margin.... I am very satisfied.”
-Dr. Randall Cohen, DDS

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— Dr. Robert A. Lowe, D.D.S., F.A.G.D., F.I.C.D., F.A.D.I., F.A.C.D.



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AD DPR 09

Web site where reporting on inventory levels and usage can be accessed.

Employees within a dental practice access the Cubex by entering a pre-assigned identification code, along with the item they need. Tiny lights along the facings of the shelving in the Cubex cabinet flash on-and-off to guide the user to the item's location. Once located, the user presses a button on the face of the drawer or shelf. The Cubex System software then subtracts that item from the inventory system. The user logs out of the system, and the cabinet locks securely. As supplies are depleted, the system sends orders directly to suppliers for replenishment.

Initial assessment

Getting started with the Cubex System begins with assessing the pre-existing supply data of a practice by a Cubex representative. Jennifer Burgus, Executive Vice President of Operations, oversees implementations for Cubex. "What's great about what I do is I actually work with the staff members, and see their operation process prior to Cubex," Burgus said. "I work with them throughout the implementation process. Then, I see



Real-time data

You now have information on your practice consumption on a monthly, quarterly or daily basis—all at your fingertips.

Practitioners can log in anytime, or anywhere, to see the data.

For the first time with the Cubex System, a dentist can make business decisions based on the overall costs of supply management. "They now can see what their consumption is on a monthly, quarterly, even a daily basis," Burgus said. "They can even see where they can consolidate different types of products, too—now that they've actually got data."

Opening eyes

Dr. Mark Peck recently began using the Cubex System at Dental Studio 101, his Cave Creek, Ariz. practice. The implementation process itself was truly an "ah-ha" moment, Dr. Peck said. He realized inventory worth hundreds of dollars was stored in various locations around the office. That was making

the re-ordering process just plain inefficient—and needlessly costly.

Dr. Peck estimates his practice now stores around \$20,000 less in total supply inventory. "We think in terms of overhead, rent, staff, the facility—but supplies? I think dentists have sort of a skewed vision of what that is," he said.

The return on investment of the Cubex System is fairly quick, with most practices seeing payback within 12 months, Visser said. With today's economic conditions, driving efficiency within an office has become more important to the business of practicing dentistry, and with the Cubex System, practitioners have the tools to do exactly that, Visser added.

"Our clients are saying they don't have to think about inventory anymore. And that's exactly what we want to hear," he said. "They've forgotten about the difficulties and stresses of supply management. Because the Cubex System takes care of it for them."

FOR MORE INFORMATION
visit cubexsystem.com or call 480-268-7955.

OATS BY HENRY SCHEIN

Inside the "modern" dental practice is a combination of dental specific technology systems (practice management software, digital x-ray, cone beam, CAD/CAM and lasers) and general technology systems (computers, peripherals, networks, full office audio and video, and telephone systems).

These technological advances have revolutionized the dental healthcare industry making new and innovative treatment options and more efficient ways to manage the "business" of dentistry possible. More than ever today's dental healthcare providers need dependable, seamlessly integrated technology to deliver and maintain optimal patient services.

Dental tech expertise

Past experiences have proven it is almost always best to work with a "dental" centered "single source" solution provider in the design, implementation and support of these technologies. A dental centered single source provider will understand the dental technology you either have or are planning on getting. They also will have an understanding of the other non-dental technologies in your practice and the places they might overlap. If

they don't have this background, unexpected and frustrating events can occur.

First hand account

Robert Staub, Director of Henry Schein's Office Automation and Technology Solutions (OATS) team offered the following anecdote to explain the value of the services his team provides.

"I got a call the other day from a very frustrated former field client of mine who was experiencing problems with the speed of the practice management software on their network. A few questions revealed they had just purchased a new 'IP' phone system from a trusted source in their small town.

"We dispatched a tech from the local Henry Schein Dental Center and he discovered the phone system provider had removed existing computer networking components and replaced them with ones that supported the new phone system. They also tied the phone system and the computer network together. I followed the visit up with a call to the phone provider.

"He explained to me why the current speed issue had nothing to do with his phone

system installation. The call became a little challenging when I stressed these issues didn't exist prior to his work, that he needed to reinstall the equipment he removed, and then do additional cabling to segment the phone and computer networks, and that the client was not going to be open to paying for this work as it was all included in the original statement of work. He said he would investigate further and follow up with me.

"Two days later I got an e-mail from the office's manager. Her practice management software was working fine again and a terrible garbled sound on the 'IP' phone system had disappeared. She went on to say the phone system provider had replaced the equipment he removed and separated the phone and computer networks. All is now well with them."



Making connections
Making sure your dental technologies and other technologies work together efficiently doesn't have to be a concern.



Going Digital?

Unwrap digital dentistry

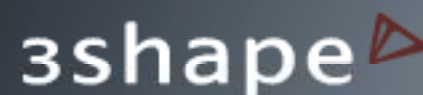
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Complex connections

These sorts of problems happen every day in dental offices. Well meaning specialists who don't understand the complexity and interactions of dental and general technology often prescribe solutions that end up in avoidable pain for the staff and patients.

Consideration should be given to working with an experienced partner who understands your business and goals, and most importantly has a vested interest in a successful project outcome. A detailed quote clearly identifying the work to be done that gives you the ability to identify the scope of work is a good starting point. Also, a project outcome is often dependent on the quality of the equipment used. Another key success factor for practices is how they approach their technology systems management, including the lifecycle of both general and dental technology, systems maintenance, and critical care events. There are many tools available today that allow a practice to use the services and technology deployed in a fortune 500 IT environment but pay only a small fraction of the cost. Everyone is happier when the technology invested in provides an optimal ROI.

At Henry Schein Dental, "We do that" is the mantra, and the goal is to partner with your practice and help it be more successful (as YOU define success). The OATS team is here to help you achieve your goals with the technology you rely on to enhance your patient care and improve your bottom line.

FOR MORE INFORMATION

visit henryschein.com or call 800-288-7691.

SESAME COMMUNICATIONS

For more than 10 years, Sesame Communications has been transforming the way patients interact with their dentists. Initially focused on orthodontics, the company was the first in the dental field to Web-integrate practice management software and bring patient data online.

"Sesame Communications is honored to be recognized as the best online solution provider helping grow dental practices through better patient communications," said Frith Maier, CEO and founder of Sesame Communications. "We're committed to ongoing research into how patients find and choose their dental practice, and what keeps them loyal to the practice in the online age. Our goal is to provide dental professionals with state-of-the-art tools to effectively stay connected to patients on their terms, with a customized patient experience that helps the practice to prosper in any economic climate."

It's no secret that consumers are online 24/7, using the Internet to search, select and work with service providers who effectively communicate on the Web. Increasingly, patients seek the convenience of interacting and transacting online, shifting important aspects of daily activities, including financial transactions, to the Internet.

For dentists, being online means being in touch with patients where they spend their time.

Online patient connection system

Sesame's comprehensive set of solutions helps practices connect with patients and prospective patients via the modern medium of choice. Implementing a coordinated, calculated and cohesive strategy is the only way to truly realize the full benefit of being online.

"One of the primary reasons we choose Sesame as the leader in the online communications field is that Sesame offers a complete service," Dr. Larry Emmott said. "It is possible to get individual online services pieced together by multiple providers. However, in my opinion it is much more effective to get everything—from a Web site to appointment reminders to online marketing, social network management and surveys—from a single coordinated service."

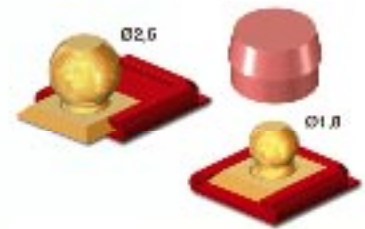
A complete online strategy should include a custom Web site with the latest technologies; an online patient portal for 24/7 access through your Web site to appointment and account information and online payments; Internet marketing, including search engine optimization and social



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The access they want
Patients prefer to get information and communicate through a comprehensive practice Web site.

network site management; automated appointment and financial reminders via e-mail, text and phone; patient feedback and survey mechanisms; and online clinical collaboration capabilities.

Sesame provides a coordinated approach to all six of these key elements.

Patients have spoken

Prospective patients are looking for you online and it is important they find you easily, and that your Web site quickly provides them with the information they seek. Sesame builds your customized

site to be search engine-savvy and keep you at the front of the pack with a custom search marketing campaign.

Once prospective patients find you, your Web site has to outperform others so the patient chooses you. Sesame conducts landmark national research studies into the factors that cause consumers to choose a practice based on its Web site. Patients want access to information 24/7, so even when your office is closed, Sesame allows you to take care of them. Research has demonstrated patients greatly value the convenience of online access to appointments, payment history, insurance information and digital x-rays. An astounding 97% of dental patients surveyed prefer to get information from the practice Web site rather than call the office.

Using Sesame also lets you confirm appointments automatically and in the way they choose...via e-mail, phone or text message. You'll prove you care by acknowledging patients' birthdays and holidays with electronic greeting cards, which is how people communicate in our times. The personal touch goes a long way, while demonstrating that your practice is high tech.

Relationship management

Your practice management software takes care of your office systems. Sesame manages your relationships. It's simple: consistent, personalized 24/7 customer service for your patients using reliable modern technology.

Nearly three million patients use Sesame because it's simple, intuitive and gives them what they need in a manner that fits their lifestyle. Sesame helps them remember what's great about your practice and makes it easy for them to spread the word. Sesame sends automated surveys after each appointment that let your patients give your team feedback on their experience in your practice. These cost-effective surveys and reviews open a powerful two-way communication line with patients and help you continuously improve your service.

Sesame automatically uploads your digital images because seeing their treatment pictures online helps patients say "yes" to treatment. Tens of thousands of dentists and specialists are sharing diagnostic records through Sesame, eliminating the need for them to mail x-rays. Sesame's secure collaboration tools help doctors confer quickly and conveniently

on multidisciplinary cases. Online case collaboration means smarter, more efficient relationships with other doctors, which are important for both treatment results and strong referral networks.

Total online solution

You need a comprehensive online Patient Connection System (PCS), but how do you find time to manage all the elements? Sesame is the Best of Class solution provider that addresses all of your online needs: custom Web site design, search engine performance, voice, text and e-mail automated reminders, Web marketing, patient surveys and feedback, and cross-disciplinary collaboration.

In fact, Sesame is the only provider in online relationship management that serves dental professionals exclusively, having chosen to concentrate on understanding the needs of dental practices to design technology solutions tailored specifically for those needs.

FOR MORE INFORMATION

visit sesamecommunications.com or call 866-592-7572.

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