

## **PRESS RELEASE**

### **ORAMETRIX, MAKER OF SURESMILE TECHNOLOGY FOR ORTHODONTICS, LAUNCHES SURE U**

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February 24, 2014, Richardson, Texas -- OraMetrix, maker of suresmile, a digital orthodontic treatment system powered by proprietary robotic technology, has launched sure u, an innovative learning and education portal for suresmile customers.

"We are excited to announce the launch of sure u," says Charles Abraham, President and CEO, OraMetrix. "It has been our goal for some time to provide a site where our doctors and practice staff can quickly and easily access up-to-date and detailed learning resources and tools and have this information available 24/7 365 days a year from anywhere!"

Kathy Farley, Director of Professional Education Solutions at OraMetrix who leads the team responsible for implementing sure u , commented, "We have added sure u to the resources available via our new release of suresmile 7.0 software used by our suresmile customers," she explained. "Our doctors and practice staff want knowledge on demand. With sure u available to them, they'll be able to get it. "

sure u provides access to resources developed internally as well as presentations and courses delivered by suresmile doctors at various learning events, including the suresmile User Conference, the suresmile Doctor Symposium, webinars and study clubs. sure u also makes Continuing Education (CE) credits available online, with courses covering many topics, from marketing tips and tools to treating lingually to patient case presentations.

Since 2004, suresmile has been used on 150,000 patients by orthodontists in the United States, Australia and Canada. suresmile harnesses the latest digital technology in a delivery system that gives orthodontists powerful and coordinated tools for diagnosis, treatment planning, archwire design and reduced treatment times. suresmile doctors use advanced 3-D imaging, virtual simulations and robotically-bent archwires customized for each treatment plan—all while continuing to use their bracket system of choice.

suresmile is the only system for fixed appliances that can provide proactive management of treatment objectives and appliance design. A suresmile appliance can be refined at any time during treatment and suresmile software provides tools for analysis of results and decision-making support.

For further information, contact suresmile at 888.672.6387.