Press Release
Stockholm, December 9, 2003

Animating dental implants – Framfab takes on a new challenge

Nobel Biocare recently asked Framfab Göteborg to design the web introduction of its new NobelPerfect dental implant. Nobel Biocare's website, which is key to launching the product, includes a virtual clinic at which dentists and dental technicians can view various 3D treatment sequences.

Now that Nobel Biocare is marketing its new natural looking NobelPerfect dental implant, Internet is a vital source of professional information. Framfab, which is working with Nobel Biocare for the first time, will also provide long-term support for broadening the company's Internet presence.

Jerker Lindstén, regional manager at Framfab Göteborg, says, "We realize that Nobel Biocare has a highly demanding target group. Dental practitioners rely on the web for quick, straightforward information about both clinical background and benefits to patients. Our 3D animations are a response to Nobel Biocare's high expectations."

Based on a discovery by Dr. Peter Wöhrle, an American dentist, the new product is being marketed to implant dentists worldwide.

According to Björn Adielsson, e-business manager at Nobel Biocare, "With Framfab's help, we have reached out to the dental profession and strengthened our position as a global leader on the Internet. The dynamic new website has attracted a great deal of attention both in-house and among our clients."

The NobelPerfect animations may be viewed at www.nobelbiocare.com

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Framfab is a leading European specialist in digital media solutions and communication based on Internet technology. Most of Framfab's customers are large international companies, including 3M, AXA, Carlsberg Breweries, the Coca-Cola Company, Danske Bank, Ericsson, Hydro Texaco, Kellogg's, NEC Packard-Bell, Nike, Nobel Biocare, Observer, Philips, Postbank, SAAB, Vodafone, Volvo Car Corporation, Volvo Group and UBS. Framfab operates in Denmark, Germany, the Netherlands, Sweden, Switzerland, and the UK. The company is quoted on the O list of the Stockholm Stock Exchange (ticker symbol FRAM). For more information, please visit www.framfab.com.

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