

Planmeca ProMax 3D ProFace awarded with the “red dot award: product design 2012”

The multipurpose 3D imaging unit by Planmeca Oy convinced the 30-member international expert jury of the “red dot award: product design 2012”. Manufacturers from all over the world had submitted a total of 4,515 designs to the renowned product competition. Planmeca ProMax 3D ProFace inspired the experts and received the globally sought-after *red dot* for its fine design language in the product category of Life Science and Medicine.

Planmeca ProMax 3D ProFace is a unique combination of a CBVT imaging unit and 3D photo system that produces a realistic 3D face photo in addition to a 3D X-ray image in a single scan. This provides an effective tool for planning operations. The advanced imaging technology is combined with Planmeca’s design philosophy with simple and dynamic forms and easy-to-clean surfaces.

“One of the key design drivers was user comfort. The side entry allows easy access for all types of patients and the open construction allows keeping direct visual contact with the operator during the whole procedure. The unique design makes the imaging process fast and relaxing for the patient”, tells Mr **Kari Malmén**, Industrial Design Manager with Planmeca Oy.

Professor Dr. **Peter Zec**, initiator and CEO of the red dot design award, pointed to the high quality level of the competition: “The most distinguished products of the respective branch of industry faced up not only to the tough competition this year again, but also to the critical eye of the jury. The experts thoroughly examined, tested and evaluated each individual entry applying the highest standards. With their performances, the laureates did not only demonstrate an extraordinary design quality but they also showed that design is an integral part of innovative product solutions.”

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The red dot design award

The red dot design award, whose origins reach back to the 1950s, is carried out in three disciplines: the “red dot award: product design”, the “red dot award: communication design” and the “red dot award: design concept”. The award – the red dot – has established itself internationally as one of the most appreciated quality seals for outstanding designs.
www.red-dot.de/press

Planmeca Oy

Planmeca Oy, established in 1971, designs and manufactures a full line of high technology dental equipment, including dental care units, panoramic and intraoral X-ray units and digital imaging products. Planmeca Oy, the parent company of the Finnish Planmeca Group, is strongly committed to R&D. The company is the U.S. market leader in dental imaging and one of the world’s leading manufacturers in dental technology.

Planmeca is the largest privately owned company in the field and the third largest dental equipment manufacturer in Europe. 98% of Planmeca’s production is exported to over 100 countries. The Group’s estimated turnover for 2012 is approximately EUR 750 million with over 2,400 employees.
www.planmeca.com