IMAGINE

OUR WORLD OF DIGITAL DENTISTRY

HERO
OF DIGITAL
DENTISTRY

LEAD THE FUTURE OF DENTISTRY

Dr. Miguel Stanley, Dentist

exocad

JOIN THE DIGITAL DENTISTRY REVOLUTION

HELLO, DENTAL EXPERTS!

Welcome to the second edition of IMAGINE, our special publication for you, our customers and partners, to keep you up to date on the latest and newest from exocad.

In this issue, we're highlighting our game-changing AI services: *AI Design, TruSmile™ Video* and *TruSmile™ Photo*. Get to know our exciting vision of the future—one where AI-enabled services boost your productivity and patients embrace treatment plans based on impressive, realistic visualizations.
At exocad, we're committed to advancing the future of digital dentistry alongside you. We look forward to empowering you on your journey to becoming a true hero of digital dentistry.

Warm regards,
Till

Tillmann Steinbrecher
CEO, exocad

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Check out our **exoCAT** for helpful tips!

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... FROM DAY ONE, WE WERE CONNECTING WITH OUR CUSTOMERS, OUR STARS, WORLD-WIDE ...

INNOVATING DIGITAL DENTISTRY THROUGH SOFTWARE

exocad, an Align Technology, Inc. company, is a leading dental CAD/CAM software provider. Whatever the requirements, indications or hardware, exocad offers vast design options and seamless integration.

exocad provides open-platform solutions and offers a full range of digital dental software for both simple and complex cases, utilizing advanced CAD/CAM technology. The exocad portfolio includes implant planning, cosmetic dentistry, design and production. New capabilities are continuously in development. exocad's individual software solutions integrate seamlessly, and a wide range of add-on modules offers great flexibility. *dentalshare*, exocad's platform for digital data transfer between clinicians, dental technicians and production centers, enables easy collaboration throughout the digital workflow.

MEET THE BOARD

Tillmann Steinbrecher
CEO, exocad

At exocad, we're passionate about creating elegant tools to solve even the most complex cases simply. Since we founded the company in 2010 as part of the Fraunhofer Institute, we have stayed true to our belief that open software delivers the best opportunities for our customers in designing workflows that meet their needs.

"YOUR FREEDOM IS OUR PASSION"

"RESEARCH DRIVES OUR INNOVATION"

Maik Gerth
CTO, exocad

exocad users rely on our software's cutting-edge functionality and robustness. Our research and development are built on the principle that a new release should improve people's lives and lead to better care and more predictable results. We design with you in mind.

Novica Savic
CCO, exocad

This is the coolest dental company on the planet. There is no greater joy than to serve our amazing community. Our extremely motivated and diverse employee base puts the exocad spirit in everything we do, helping deliver top-notch software solutions all around the world.

"LET US EQUIP YOU FOR THE FUTURE"

HOW TIME FLIES WHEN YOU'RE HAVING FUN

2010

exocad TAKES OFF

exocad is founded as a spin-off of the Fraunhofer Institute and its *DentalCAD* technology is transferred to the newly established company.

exocad

2011

exocad AMERICA

exocad expands its business to North America with an office in Massachusetts.

2017

NEW SOFTWARE

exocad launches *exoplan* for guided surgery and surgical guide design.

align

ACQUISITION

Align Technology acquires exocad. exocad joins leading global medical device company.

2020

2022

NEW HQ

exocad moves to an expansive headquarters in Darmstadt, Germany.

2025

excellence CENTER

EXCELLENCE CENTERS

New exocad training hubs open.

- 2008 — The beginning of *DentalCAD*
- 2010 — Foundation
- 2011 — Expanding to North America
- 2013 — *dentalshare*
- 2016 — Investment by The Carlyle Group
- 2017 — *exoplan* expands portfolio
- 2018 — *ChairsideCAD* offers dentists new opportunities; Inaugural exocad Insights in Darmstadt, Germany, welcomes the exocad community
- 2020 — Align Technology acquires exocad
- 2021 — R&D team size doubles in 12 months
- 2022 — New HQ opens; exocad Asia moves to Seoul, South Korea; **50,000** licenses sold
- 2024 — AI services available
- 2025 — **70,000** licenses sold; excellence center at Darmstadt HQ and in North America open; exocad now offers more than 10,000 component libraries for *DentalCAD* with over 70,000 components

WHERE OUR CUSTOMERS ARE

Our community encompasses all parts of digital dentistry. From the clinic to the lab, and all points in between, exocad software's single platform facilitates streamlined collaboration. That, plus the open architecture that blends with our customers' hardware of choice, makes exocad software the first choice for dental teams working together around the world.

Choice is important. With exocad software, users choose their level of complexity. Wizard-guided workflows support those who want to advance quickly through a process. Advanced users can tap into the full spectrum of software tools to customize their restorations. With the flexibility of digital workflows, users also choose their teams regardless of location. Whether team members are in Barcelona, Boston or Beijing, dentists and labs worldwide can connect and collaborate with ease.

OUR GLOBAL NETWORK

exocad's software solutions are distributed by a global network of trusted partners.

An extensive international network of resellers ensures that dental professionals worldwide benefit from exocad's software solutions. exocad resellers make after-sales services—such as installations, training, and technical support—easy to access.

DISTRIBUTION PARTNERS (SELECTION)

Equipment manufacturers choose exocad for its open system technology platform, smooth integration possibilities and ease of use.

TECHNOLOGY PARTNERS (SELECTION)

Equipment

Consumables and teeth

Implants and components

BECOME A

Join the dental revolution and become a hero of digital dentistry

Teamwork fuels transformation. This is the spark of our new campaign: exocad expands the CADabilities of dentists and laboratories, empowering them to become true dental superheroes for their patients.

Unleashing superpowers with exocad

Featuring six renowned opinion leaders and dedicated exocad users, Ashley Byrne, Dr. Miguel Stanley, Michaela Sehnert, Dr. Eimear O'Connell, Daniel Portal and Kristina Vaitelytė, we reimagined them as they've never been seen before—real superheroes championing the future of digital dentistry.

Grand premiere: IDS 2025 in Cologne

Every superhero deserves an unforgettable debut. The Heroes of Digital Dentistry campaign made its grand entrance at IDS 2025 in Cologne. Enthralled by the overwhelmingly positive reception, we are excited to showcase our digital dentistry heroes across many more platforms and events. Our superheroes embody the transformative power of exocad, inspiring professionals worldwide. The time is now—embrace the revolution of digital dentistry.

GAME-CHANGING AI SERVICES*

AI Design, *TruSmile™ Video* and *TruSmile™ Photo* enhance labs' efficiency and streamline preferred workflows.

Receive high-quality *AI Design* suggestions for single crowns directly in your exocad software within minutes.

Whether you are a high-volume production center or boutique lab, you can scale your resources according to demand. Receive design suggestions tailored to your patient's anatomy and utilize the benefits of this new service seamlessly, without any impact on your workflows or preferred *DentalCAD* parameters. The design suggestions you receive are customized to your preferences and settings and include the flexibility to add final touches.

With *TruSmile Video* and *TruSmile Photo*, users can create highly realistic smile makeover visualizations based on individual tooth setups and treatment plans! Dental labs can use these features to provide added value to their dentist clients, while dentists can inspire confidence and excitement in their patients.

exocad Credits

If you are in the European Union or the United States, holding a Flex or Perpetual License with an active upgrade contract, you automatically receive a fixed monthly amount of License Credits for *DentalCAD's* AI services.

- **Flex Licenses include 30 License Credits per month**
- **Perpetual Licenses receive 10 License Credits per month**
- **Additional Account Credits can be purchased**

exocad CREDIT

Here's a quick **how-to video!**

UNUSED CREDITS DETECTED! USE THEM, DON'T LOSE THEM!

*Available in select markets for users of *DentalCAD 3.2 Elefsina* Feature Release (Build 9036 or later) with my.exocad integration.

AI Design now available!

Generate high-quality designs in just minutes

- Crown design suggestions tailored to your patients' anatomy
- Scale your lab's resources according to demand
- Design based on your *DentalCAD* fitting parameters
- Stay in control over your AI design

CREATING A SEAMLESS DIGITAL WORKFLOW

ONE PLATFORM

all digital dentistry solutions

exoplan guides dental labs, dentists, implant specialists and surgeons from implant planning to surgical guide design and manufacturing in one intuitive, digital workflow.

exoplan

DentalCAD is one of the leading dental CAD software programs. *DentalCAD* offers productivity, flexibility and the ability to create outstanding dental restorations. We continue to optimize.

DentalCAD
ChairsideCAD

ChairsideCAD is the first complete open-architecture CAD software platform for single-visit dentistry. The software includes a step-by-step guide through the design process, simple integrations with a broad spectrum of devices and the ability to seamlessly share information between clinicians and labs.

All exocad software applications blend seamlessly together and can be built out with additional modules. Current applications for dental labs and practices include *DentalCAD*, *ChairsideCAD* and *exoplan*.

Check out **smoothly integrated scanners, CAM and additive manufacturing** systems:

Some products may not be regulatory cleared/released for sale in all markets.
Please contact your local exocad reseller for current product assortment and availability.

THE GAME CHANGER: *TRUSMILE VIDEO* INTERVIEW

Dr. Robbie Hughes is a powerhouse in digital dentistry.

Dr. Robbie Hughes
He built a clinic, education and lab business from the ground up, powered by digital workflows. Robbie recently integrated *TruSmile Video* into his workflow. He calls it a game changer.

What role does the *Smile Creator Module* play in your workflow?
The *Smile Creator Module* simplifies planning with AI-driven tools for 3D smile design. The software enables dentists to craft initial plans and hand them to labs with clear communication, improving collaboration and outcomes. And it's straightforward. We're not asking dentists to be elite CAD designers. With programs like the *Smile Creator Module*, adopting these new bits of technology can dramatically improve case planning.

What's the impact of *TrueSmile Video* on patient experience?
TrueSmile Video is a game changer. Dynamic, accurate smile simulations motivate patients and align expectations. It's a rewarding tool for showcasing realistic outcomes before treatments begin. The power of that video is probably the most rewarding part of dentistry for the patients and dentists. That's before we execute the treatment.

Do you think *TruSmile Video* increases case conversion?
I was never a fan of simulations. Sometimes we can create expectations for the patients, which we cannot deliver. But the way the *Smile Creator Module* moves from STL, to smile design, to the video of the patients—the *TruSmile Video* simulation is very close to reality. We use that to communicate with the lab so they can see our design dynamically. And we use it to

motivate the patients and get initial insight from patients. *TruSmile Video* is a very powerful tool, and the uptake of treatment plans and the motivation for patients even earlier now in their journey is very exciting for us.

Do you have any advice for practices not leveraging digital labs?
Digital dentistry is a revolution. When we collect data efficiently, we can communicate better with the lab and the patients, making it a seamless process. That's the benefits and the power of all these new tools we have now. Dental practices that aren't using digitally acquired data to work with their labs will fall short on how they plan for patients, how they motivate patients towards the right options, and how they work and leverage their lab partners.

Most practices are moving into digital dentistry, but now we're talking about advanced digital dentistry. And I think that's where everyone needs to elevate to, and the key to all of that is the digital lab. Partnering with high-quality digital labs early on as you invest in and adopt this type of technology and train your teams will elevate how you treat patients. The labs are really the hand-holders in this process.

Hear from Robbie Hughes **directly here:**

exocad ART IN ACTION *INTERVIEW*

Dr. Eimear O'Connell and CAD designer Kristina Vaitelytė share how exocad ART transformed their treatment approach.

Dr. Eimear O'Connell is the principal dentist at Bite Dentistry in Edinburgh. She founded the award-winning private practice in 1996 and specializes in digital and implant dentistry. Eimear was the first female president of the Association of Dental Implantology in the UK and the first woman in the country to earn the implant diploma from the Royal College of Surgeons of Edinburgh.

Kristina Vaitelytė is a digital dental technician with over a decade of experience in CAD/CAM technologies. She began her career with a BA in Fine Arts and Photography, later earning a BSc in Dental Technology to merge her artistic skills with digital dentistry. Kristina has collaborated internationally with industry pioneers and serves as the Technical Representative on the Association of Dental Implantology (ADI) board.

What does the exocad ART workflow bring to your practice?
Eimear O'Connell: I've been in dentistry for over 30 years and have studied everything—endo, occlusion, implantology—you name it. But I always thought ortho wasn't for me. exocad ART changed that. It helped me realize that I'd been overtreating patients for years. Using aligners as a first step gave me a less invasive way to deliver long-lasting results.

What role does communication between lab and clinic play in this workflow?
Kristina Vaitelytė: It's everything. With exocad ART, I can simulate multiple treatment options and share them with Dr. O'Connell. We both see the same data, the same visuals. For Patrick's case, I used *Smile Creator Module* and *TruSmile™ Video* to show what his smile could look like posttreatment using Invisalign. That gave us a shared vision—and gave the patient clarity and confidence.

What stood out to you in Patrick's case?
Eimear O'Connell: He's 29 and had one missing tooth, plus crowding and occlusion issues. In the past, I might've jumped to prepping multiple teeth. But when Kristina sent me the simulation including orthodontic treatment through ART, I realized Patrick had beautiful teeth—just not in the right positions. All he needed was 15 weeks of aligners, some bleaching and bonding, and two veneers. That's it.

Kristina, how do you see labs using exocad ART to support general practitioners?
Kristina Vaitelytė: With exocad ART, labs can now offer access to the Invisalign system directly to general dentists. This isn't a threat—it's an opportunity. We become strategic partners. We can help GPs plan smarter, less invasive treatments, and we help patients understand their options visually before a single tooth is touched.

How did *TruSmile Video* impact patient acceptance?
Eimear O'Connell: I think we forget how emotional these decisions are. Patients fear pain, cost and the unknown. *TruSmile Video* helped all three of us—me, Kristina and Patrick—take the same journey before any clinical work began. That changed everything.

What's the biggest takeaway for clinicians considering exocad ART?
Eimear O'Connell: Honestly? Step back. Just because we can drill, prep and restore doesn't mean we should. exocad ART gives us the tools to visualize before we intervene. It's changed the way I practice—and my patients can see that.

A·R·T
advanced restorative treatment

Initial situation: The patient, Patrick, reported feeling uncomfortable with his crooked smile. Because of his missing tooth number 16, Patrick had overcrowding and occlusion issues. Dr. O'Connell contacted dental lab technician Kristina Vaitelytė to consult on the treatment options.

Patrick's final results

Get ready for the marriage of restorative dentistry and aligner therapy

Experience the perfect blend of restorative dentistry and aligner therapy with exocad ART (Advanced Restorative Treatment). Seamlessly integrating with the Invisalign® system and featuring new AI functionalities for *DentalCAD*, exocad ART transforms patient care through tooth mass preservation. Create a realistic *TruSmile Video* of your patient's smile makeover before treatment begins. This personalized video, based on your lab's tooth setup, helps patients visualize achievable ortho-restorative outcomes, boosting case acceptance and satisfaction.

#exocad

We like to stay connected with our users and followers on different channels.
Our team values the feedback and support of each member.
Follow us and share your stories.

exocad fans used our stickers on their posts to show the love.

I ♥ exocad

Joshua Jakson
i just killed a quick snap workflow thanks to Vince today i love that module and workflow in PartialCAD!

creating smiles with exocad

Stay up to date!

FEEL THE VIBE

CONNECT WITH THE GLOBAL exocad COMMUNITY

Get tips, learn from peers and discover your new favorite tool on our social media channels

exocad SLAYS AT IDS

exoCAT TRAVELS THE WORLD

MEET US — ON THE MOVE

We participate in trade shows across the globe so our community can learn about our latest software solutions, features and services, and get the chance to network and access hands-on training sessions.

Some of the trade shows we participate in.

IDS

exocad INSIGHTS DIGITAL DENTISTRY EXPO

AEEDC DUBAI

LMT labday CHICAGO

SIDEX

CIOSP Congresso Internacional de Odontologia de São Paulo

GREATER NY DENTAL MEETING

ASSOCIATION DENTAIRE FRANÇAISE

Dental South China Guangzhou

Check out our complete list of all **important shows** on our event page:

exocad

INSIGHTS
DIGITAL DENTISTRY EXPO
AT A GLANCE

INSIGHTS 2026. WHERE DIGITAL DENTISTRY MEETS THE WORLD

INTERVIEW

Innovation, global reach and a serious passion for digital dentistry—that's the winning formula behind exocad Insights 2026, our flagship event returning to Palma de Mallorca, Spain. With China as exocad Insight's first-ever partner country and over 50 top-tier industry partner companies expected to take part, the 2026 edition is shaping up to be the most dynamic yet. We sat down with Novica Savic, CCO and managing director of exocad, to get a sneak peek at what's in store—and why you won't want to miss it.

What makes exocad Insights different from other industry events?
Insights combines the best of a high-level conference with interactive workshops, live demos and a vibrant expo—without becoming a trade show. It's a curated experience where dental professionals from all over the world come together to explore digital innovation, connect and exchange ideas. What makes it truly special is the open software ecosystem that brings together hardware, materials and clinical applications in one place.

What role does the partner exhibition play at Insights?
It's central to the event. In 2024, we had more than 50 partner companies, and that's the size we're aiming for again. We focus on quality and relevance, not quantity. Visitors can expect a balanced mix of global industry leaders—from hardware and material manufacturers to innovators in implants and prosthetics—who will all showcase the future of digital dentistry. Our partners host exclusive sessions with no parallel program—so every attendee can dive deep.

For the first time, there's a country in focus: why China?
China has long been a key market for exocad, both in terms of users and innovation. Our roots in China go back to exocad's early years, and many of our partners in China have been with us since the beginning. With China as the official partner country, we want to celebrate that connection, highlight the growing innovation in its dental sector and give Chinese professionals a platform on the global stage. Expect exclusive sessions, cultural touches and strong community involvement.

What can attendees look forward to at Insights 2026 in Palma?
An unforgettable mix: world-class keynotes, informative workshops, partner sessions, a dynamic expo and, of course, fantastic networking opportunities. Whether you're a long-time exocad user or a first-time visitor, Insights is the place to see what's next in digital dentistry. And with the new Heroes of Digital Dentistry campaign and our focus on China, 2026 promises to be more global, inclusive and inspiring than ever.

NAVIGATING THE UNEXPECTED WITH DIGITAL DENTISTRY

INTERVIEW

Dental lab tech Marjorie Andrade explains why exocad software gives her the freedom to find workarounds for any dental restoration.

Marjorie Andrade's passion for creating beautiful restorations with exocad paved the way for her to leave her home in Brazil and move to New Zealand as a digital dental lab tech and exocad educator for the Institute of Digital Dentistry (iDD). Marjorie shares how she approaches teaching others about exocad and talks about her favorite tools.

Your first degree was in industrial design, how did you move into dental CAD design?
When I left college, I wanted to work as a prototype maker—doing 3D modeling and using 3D printers or milling machines to create what I'd imagined. While at university, I started to study more about 3D printing and how it was already revolutionizing the dental field. After I graduated in 2016, I worked for two years as an industrial designer and graphic designer, but I wasn't happy. I felt lost and unfulfilled in my job. My mom drove by a tech school that was having an info session outside, and she suggested I take a look. I did, and it was so cool. In 2019, I started a degree in dental technology. I finished in 2020 and got my first job as a dental tech.

How did you get your start in the field?
I went to labs and asked if I could watch. I was cleaning, making coffee and just observing for the first three months. Eventually, I got an internship and was paid a really low salary, just to get experience. Then, a little before COVID, I got an opportunity at a fully digital lab where I was living in Brazil. They were using another software, not exocad. When I went there, they said, "We've been hearing about exocad. Everyone's saying it's good. Do you want to try it?" They knew that I had this background as a 3D modeler, so they thought I would learn it quickly. They hired a dental tech from another lab to teach me *DentalCAD* for a full week. When he left, I just learned by trial and error.

Which exocad software do you use the most?
I focus on *DentalCAD*. These days, I'm trying to use the *Full Denture Module* more because we have PM7 from Ivoclar. I'm about to start designing digital dentures to mill using the Ivotion™ Denture System. I want to start doing more removables.

INSTA VIBE

Why do you prefer exocad over other design software?
exocad makes very open software. You can go into the XML files and do some customization and personalize your layouts. I'm into that because I'm a bit of a nerd. I used to spend hours not working, just exploring everything. This freedom is what I like the most about exocad software. That's what I want to teach others as well. I want to give the people attending the course the freedom to be problem solvers and not depend on other people to solve problems for them.

Any favorite *DentalCAD* tools?
I like doing anatomic waxups. It's so good how you can add as many meshes as you want. You can use the DICOM and facial scans and everything merges perfectly with the gum. Then you have some tools to do reduction so you can layer the porcelain. It makes it so easy for us. With exocad software, I always love the freedom to go back and forth if I need to change something, I don't lose anything. I just go back to that point where I need to change—like implant connection or minimum thickness, whatever I want. And I don't lose anything. It's all saved and fixed.

exocad's NEW HUB FOR HANDS-ON LEARNING

INTERVIEW

Learning by doing is one of the most powerful ways to grow—especially in digital dentistry. That's the philosophy behind exocad's North American excellence center, a cutting-edge facility located in Wakefield, Massachusetts. Focused on immersive, hands-on training, the center serves as a resource for dental professionals seeking to sharpen their skills and stay ahead of industry trends.
We sat down with Beth Collington, president of exocad America, to talk about what inspired the center, what it offers and why education is a cornerstone of success in the ever-evolving world of digital workflows.

Tell us about exocad's excellence center. What does it offer?
Our excellence center provides a wide range of educational opportunities for customers, as well as exocad resellers and our industry partners, with a strong emphasis on digital workflow solutions. We want to highlight exocad's software features and demonstrate to both clinicians and lab technicians how to streamline treatment planning, restorative design, and improve manufacturing outcomes.

What inspired the creation of the excellence center?
We often get requests for exocad training sessions. Customers want tips and tricks directly from our exocad experts. The hand-on courses at our German excellence center HQ are receiving great interest. We wanted to bring the availability of in-depth training to our North American customers and support our resellers in their training offerings. Our Wakefield offices are spectacular and perfect for offering on-site experiences that showcase the latest industry trends and exocad solutions that support them.

What needs of the dental industry does the excellence center aim to address?
We really want customers to see and experience how easy it is to integrate exocad software into their daily workflows—whether it's treatment planning, design, manufacturing or outsourcing. Our integrated AI services are seamless. Our courses demonstrate our innovative software features that every laboratory and clinician can use to enhance their daily operations, no matter where they are in their digital journey.

What do you hope to communicate to dental professionals who are new to exocad?
exocad's software solutions are suited to all levels of CAD design proficiency—we have wizard-guided workflows and hot keys, as well as an expert mode to suit every designer's preferences. exocad's software solutions can make your workflows faster because our software is more efficient and easier to use than ever.

With your background in the dental industry, how has your experience shaped your views on education?
Having spent more than 28 years in the industry—from sales to leadership positions—I've always seen education as a driver for adoption and success. Digital workflows have revolutionized dentistry, but it's not just about knowing they exist—it's about understanding how to implement them. That's where we come in: to make these tools approachable and effective for everyone.

What excites you most about exocad's software solutions?
Our AI-powered updates in the *DentalCAD 3.2 Elefsina* Feature Release are game changers. *DentalCAD* offers automated tooth segmentation, the *Inspira™ Denture Tooth Library*—an open library for printing and milling—and our QuickSnap workflow in *PartialCAD* that enables you to design the first completely digital partial dentures and easily assemble the produced parts. These innovations are transforming how users approach design. Education is key to helping them get the most out of it.

Read the **full interview here:**

LEARN FROM THE BEST

Unlock your potential with our expert-led training sessions—available online, in person or in a classroom! Book your spot today!

Get a closer look at the exocad excellence center North America

Whether you're a clinician looking to streamline your workflow or a lab tech curious about what's new in digital design, the excellence center is built for you.

Browse the **course selection here:**

Or visit our excellence center headquarters in Darmstadt or training facilities in Madrid

Choose from specialized training sessions in **English, German** or **Spanish** at our excellence center in Darmstadt or training facilities in Madrid. Take basic courses to advanced masterclasses in person or online (accessible globally from our Darmstadt HQ).

Book an online training session

You can purchase online training with one of our exocad experts. Sessions are customized and geared toward your specific questions. Courses are offered in **English, German** or **Spanish** and cover everything from *DentalCAD, ChairsideCAD, exoplan* and iTero™ Design Suite to personal Q&A sessions, system check-ups and add-on module training.

STUDENTS BOOST SKILLS AT DIGITAL DENTAL CLUBS

INTERVIEW

University of São Paulo dental student Júlia Martins Mafra says joining her university's digital dentistry league and learning exocad software was a game changer for her studies. Not only does software like exocad's *DentalCAD* increase predictability in her work and allow her to visualize cases more clearly—she's also seen how digital workflows help her deliver more efficient and compassionate care to the high-needs patients who come to Brazil's university clinics for care. Júlia explains why digital tools are indispensable to her career plans.

When did you get interested in digital dentistry?
I got my start through Interdisciplinary League in Digital Dentistry at the University of São Paulo (LIOD), but it was during a second-year internship, working with a dentist who had just set up a digital lab, when I saw how impactful digital dentistry could be.

How did the digital dentistry club get its start?
Here at USP, we have leagues focused on different specialties. The LIOD was founded in 2019 by a group of students who wanted to start introducing digital dentistry at the university. The academic center manages the league. We have faculty coordinators who guide us and help plan activities. To join the club, students go through a selection process. It's great because everyone involved is super engaged and eager to learn more. I am currently part of the management team.

How did you get access to exocad software at the university?
We have access to the exocad software licenses during the hands-on workshops organized by exocad in partnership with the digital dentistry league. The departments in the college are starting to introduce this into the curriculum, but it is a bureaucratic process.

"I don't see digital dentistry as a specialty but as one of the most powerful tools the profession has to offer."

What was learning exocad software like?
It was challenging at first, but diving in was the best way to learn. Now, it's one of the most practical tools I use every day.

What does being a "digital dentist" mean to you?
Digital dentistry is above all a way to enhance how we help people through dental care. I don't see digital dentistry as a specialty but as one of the most powerful tools the profession has to offer. It improves patient care by providing more comfort and predictability and reduces the chance of errors.

What type of dentist do you aspire to be?
I want to be a problem-solver who provides the best care possible, inspired by the great role models I have.

Does USP include digital training in the curriculum?
Not fully, but thanks to exocad's involvement in the digital dentistry league, we get hands-on experience. Slowly, it's becoming part of the official curriculum.

"Digital tools give us more confidence as students. They allow us to see things more clearly."

Why is digital training important to you?
Digital tools help us be more precise and responsive, which is especially helpful for students learning practical skills.

I've heard that in Brazil, many people without regular access to healthcare go to the universities for treatment. Do digital tools help deliver care to this group?
Digital tools can really streamline patient care in the university clinic. Sometimes we spend an entire morning or afternoon with just one patient, which isn't always practical. Digital tools give us more confidence as students. They allow us to see things more clearly.

What are your post-graduation goals?
I want real-world experience beyond what we learn in class to understand what truly works in practice.

See here how Júlia uses the **exocad digital workflow:**

REAL USERS BECOME REAL HEROES

INTERVIEW

This article is based on an interview conducted by Anja Kruse-Anyaegbu for DENTAL MARKETING magazine.

Christine McClymont, global head of marketing and communications, and Dr. Miguel Stanley, dentist and one of the new hero faces, explain the significance of brand ambassadors in exocad's marketing mix, how the Heroes Campaign was launched at IDS 2025 and why real users are willing to serve as testimonials.

Christine McClymont is the global head of marketing and communications at exocad in Darmstadt, Germany, responsible for national and international communications. The German-British professional has extensive experience in communications, strategic marketing and brand management—including in the international finance industry, medical technology and mechanical engineering. She has held various leadership positions where she successfully shaped global brands.

Dr. Miguel Stanley is a dentist and the founder and CEO of the White Clinic in Lisbon, Portugal. He is a co-founder of the Slow Dentistry Global Network and vice president of the Digital Dentistry Society. Stanley regularly speaks at international events and was named one of the most influential people in dentistry by the US magazine INCISAL EDGE.

Dental Marketing: What is the appeal of leading a software brand like exocad?
Christine McClymont: When I joined exocad five years ago, the company's external image was technically oriented and less approachable. The challenge of communicating complex digital products in an understandable and appealing way intrigued me. Together with a small team, we developed a global strategy and an integrated communication approach. The creative corporate culture and the trusting relationship with CEO Tillmann Steinbrecher make my work special. It is an honor to help shape and continuously develop the brand.

Dental Marketing: What are the most important aspects of the exocad brand?
Christine McClymont: We define ourselves as the "good guys"—we are open, inclusive and cooperative. This is reflected in our brand and corporate culture. Our software platform is manufacturer-independent along the CAD/CAM workflow in terms of the range of integration with scanners, 3D printers and milling machines. Users benefit from maximum flexibility. Additionally, we maintain close contact with the market to directly incorporate customer needs into further development.

Dental Marketing: How does the new Heroes campaign fit with exocad's brand identity?
Christine McClymont: At exocad, we see our software as an enabler. It supports dentists and dental technicians in continuously progressing, regardless of their level of experience—from CAD beginners to professionals. We help make work processes more efficient and improve patient care with predictable results. Our Heroes campaign captures this exactly: "Become a hero of digital dentistry with exocad." It highlights the difference our users can make for their patients.

Dental Marketing: Who is the target audience for the campaign?
Christine McClymont: Our campaign targets all dentists and dental technicians, regardless of age or region. While there are differences in the degree of digitization, we consciously address a broad audience. To ensure a global campaign also works locally, we complement it with regional measures—for example, with a motif against software piracy in particularly affected markets.

Dental Marketing: Heroes are often seen in dental advertising. Why did you still choose this icon?
Christine McClymont: For us, the product is at the center of the hero story—it helps dentists and dental technicians assist their patients faster and better. More efficient processes and clearer treatment plans strengthen patient loyalty and promote acceptance.

Dental Marketing: The classic hero figure usually appears in costume. The exocad heroes, however, do not wear capes or masks ...
Christine McClymont: Correct—our heroes are the real users. They don't need a costume because they do extraordinary things in their daily professional lives.

Dental Marketing: The focus of the new campaign is on dentist Dr. Miguel Stanley. Why him?
Christine McClymont: Miguel is an internationally recognized pioneer of digital dentistry. He combines technical innovation with a holistic view of patient care and sets new standards for quality and responsibility in treatment. He is forward-looking, works closely with industry partners and always pushes the boundaries of what is possible. This ambition fits perfectly with exocad—we pursue the same goal: the best possible care with the latest technology.

Dental Marketing: What other criteria were crucial in selecting the six testimonials?
Christine McClymont: We rely on real, active users and not stock images. All testimonials are power users of the exocad software and come from the industry. When selecting, we value balanced representation of our target groups to reflect the collaboration between dental practices and laboratories. The current campaign features two female dentists, one male dentist, plus one female and two male dental technicians.

Dental Marketing: What role did the agency play in the campaign?
Christine McClymont: Circle has been our partner for strategic communication concepts for years. The idea for the Heroes of Digital Dentistry campaign came from Jan Schmodde and his team. exocad has long relied on "real" brand faces, and with this campaign, we wanted to be even closer to the users. Superheroes may not always be approachable, but through real users, we have created a strong connection between our users and the software. The further development of the campaign in the entire marketing mix is now taking place in-house, but always in exchange with Circle.

Dental Marketing: What place does IDS hold in exocad's marketing mix?
Christine McClymont: As a leading trade fair, IDS holds a high value in our communication strategy. Only our own biennial event, Insights, is similarly important. We traditionally launch our new testimonial campaigns at IDS—2025 marks the third time. We also organize a press event only at IDS, like this year at the German Sports and Olympic Museum in Cologne, where we presented our innovations and the new campaign to journalists.

DENTAL MARKETING: Please name the most important elements of this year's IDS appearance.
CHRISTINE MCCLYMONT:
Our goal was to integrate interactivity into the visitor journey and make our digital products tangible. There were expert lectures, software demos and expert tips. New was the gamified approach: At ArCADe stations, visitors could try out the software and experience new features like AI design.

Dental Marketing: But there was more?
Christine McClymont: Yes, we also made our campaign creatively engaging. Twice a day, the so-called "Hero Moment" took place, where the voices of our testimonials were heard from offstage, and every visitor was named the Hero of Digital Dentistry for those two minutes—with a magnetic pin as a souvenir. Additionally, we celebrated our 15th birthday daily, which was reflected in various interactive activities, such as hidden voucher codes in exocad coffee mugs and a raffle where plush figures of our mascot exocat were among the prizes.
As part of our charity engagement, we sold exocad T-shirts, the proceeds of which go to a dental aid organization. The T-shirts were in such high demand that by the end of the fair, almost all were sold out—we even found some in social media posts. Furthermore, we sold all limited pre-sale tickets for our Insights 2026 congress in Mallorca.
For the first time, we also had a media partner at the booth: the US podcast Voices from The Bench for dental laboratories. Since the US is an important growth market for us, we conducted 26 interviews with visitors and partner companies and recorded about 11 hours of material. This extends our presence far beyond the fair and keeps us in conversation long-term.

Dental Marketing: Purple is a rare color in the dental world. What role does it play at exocad?
Christine McClymont: Purple has accompanied exocad from the beginning. It attracts attention and stands out from the commonly used blue and white tones. Whether in live marketing, social media or print materials—exocad's purple ensures that we stand out and differentiate ourselves from others.

Dr. Miguel Stanley

Dental Marketing: How long have you known the exocad brand and its software solutions?
Miguel Stanley: I first heard about exocad in 2014 and integrated the software into our workflow at the White Clinic in 2015. By 2017, it became our main software and significantly changed our approach to digital dentistry.

Dental Marketing: What motivated you to become a brand ambassador for exocad?
Miguel Stanley: exocad is unique—that's why I am happy to serve as a brand ambassador. There are few technologies that truly help envision the future and provide the tools to bring that vision to life. With exocad, we can think like architects, engineers and designers, where every restoration begins with careful planning and ends with a precisely executed result. exocad is open, universally compatible and a global standard in digital dentistry.
I believe exocad promotes transparency—everyone can see the quality of their work. This, in turn, drives excellence and ultimately makes dentistry a more honest and higher-quality field.

Dental Marketing: Have you ever been a brand ambassador before?
Miguel Stanley: Nothing this big! I wouldn't do this for just any brand. I only stand behind innovations that align with my core values—excellence, transparency, fairness and a commitment to democratizing high-quality dentistry. exocad embodies all these values, and that's why I am proud to be associated with the company.

_MEET OUR HEROES

Ashley Byrne
Dental lab owner, UK

"exocad gives an immense opportunity to grow my business. It's very difficult to get dental technicians today, so efficiency is key. So using software to supercharge technicians means we can manufacture not only a lot more, but we can scale high quality."

Dr. Eimear O'Connell
Dentist, Scotland

"The most exciting part of exocad is actually its open platform—the fact that it allows us to input information from any scanner or any form of digital software, and marry that up to the plan, so you have the planning stage really ironed out before you start."

Kristina Vaitelytė
Dental lab technician, UK

"I love the freedom. It gives me all the opportunities to create amazing smiles. So to have all this palette of options, that's the greatest thing we can do for our patients and for us professionals as well."

Michaela Sehnert
Dentist, Germany

"I'm a dentist working in my own clinic, and I have my own lab. I always wondered if there was a software that's easy for me, as a dentist, to use—and exocad software is. That's what I love about it. Everything is self-explanatory. It fits perfectly into my workflow."

Daniel Portal
Dental lab technician, USA

"I love exocad because it has allowed me to develop into a better dental technician."

Curious to find out more? Check out our **behind-the-scenes video:**

STUDENT DISCOUNT

We offer qualifying university students *DentalCAD*, *ChairsideCAD*, or *exoplan* licenses at a big discount for personal training at **shop.exocad.com.**

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Stay away from software piracy

exocad is committed to providing complete and reliable software for digital dentistry and values the reputation of its high-quality products. That's why it is critical that exocad's intellectual property rights are respected, and that its copyrights, trademarks and license agreements are enforced. To do this we take all necessary steps to protect our intellectual property rights and proactively pursue those who violate our copyrights, trademarks and license agreements. We also make it easy for customers to check if their software is an officially licensed exocad product to avoid loss of data and harm to patients.

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SMOOTH INTEGRATION

We've achieved a new milestone when it comes to product integration: Users can now find more than 16,000 implants from over 160 manufacturers worldwide in the most recent *exoplan* release. *exoplan's Guide Creator Module* for the in-house design of drill guides now offers over 5,000 surgical components.

Further comprehensive libraries can be accessed via the *Guide Creator Module* for designing surgical guides. These contain over 35,000 distinct protocol workflows, sleeves, drill keys and drills specified by the implant manufacturers, as well as manufacturer-specific parameters.

GIVE BACK

Since 2022, we have been a proud supporter of Mini Molars Cambodia e.V., with donations including proceeds from our charitable T-shirt sales at Insights and IDS, as well as donations from exocad employees worldwide. Mini Molars provides dental care to children in Cambodia without regular access to dental care. Mini Molars began in 2015 with the goal of helping develop a sustainable oral health program in Cambodia, targeting underprivileged children who live in Phnom Penh and surrounding communities with the greatest need. Young people are among the most vulnerable populations suffering from oral health disease. Mini Molars provides dental care at a pagoda in Phnom Penh that hosts other aid projects and serves children from schools. Mini Molars workers also travel with mobile treatment units to communities throughout Cambodia to bring dental care to those in need. Find out more at: **minimolars.de**

Check out our exocad **license models:** flexible, simple, customized:

BECOME A DIGITAL TRAILBLAZER!

This is us: We are the visionaries behind the leading dental CAD/CAM software relied on by more than 70,000 licensees globally. We vigorously push the boundaries of digital dentistry at exocad, providing easy-to-use CAD/CAM software for dental labs and practices worldwide. We're committed to improving people's lives through technology, and we're always on the lookout for new team members who can help us on that journey.

This is you: You are passionate about technology and eager to learn more, are a self-directed, highly motivated team player, and you get excited about creative approaches and new ways of thinking.

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