

# Company Profile

**EN ISO 13485:2003 + AC:2007**

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## Introduction

Dror Orthodesign Limited ("Dror") is developing Aerodentis - a removable, part-day use, aesthetic, custom-made orthodontic device. It is based on a revolutionary patent-pending method to move teeth into an ideal occlusion.

With solutions for patients of all ages, both children and adults, Dror aims to capture a significant share of the global orthodontic market by offering Aerodentis as the optimum replacement for traditional braces.

Treatment with Aerodentis will reduce chair-time. It will enable orthodontists to attract more patients, reduce overall treatment time and generate substantial additional revenues.

Constant Set	Pulsating Set
	

## Market Need

Several factors affect the relatively low penetration of Orthodontic devices aimed at straightening teeth, primary among them are the unaesthetic nature of conventional devices like braces and lingual braces, and the fact that treatment is often very uncomfortable. Braces also require bulky metal brackets and wiring, the use of which is often accompanied by side effects like carries, root resorption and periodontal symptoms.

Recent years have seen an emergence of more technology-based products aimed at the adult market, but the children market segment continues to be unaddressed. The Orthodontic market, therefore, presents opportunities to address all age groups with price-sensitive solutions that combine aesthetics, effectiveness, and comfort.



## **Aerodentis Advantage**

The ground-breaking Aerodentis device incorporates advanced scanning techniques and CAD/CAM software and modeling. The product is intended to be produced and supplied based on tooth impressions and treatment programs defined by the treating orthodontist.

The device is comprised of a custom-designed track-per-tooth, which guides tooth movement during the entire course of treatment. Constant, programmable application of force on the tooth is provided by a pressure element built into a removable plastic mouthpiece.

The required amount of pressure is transmitted to a balloon incorporated in the mouthpiece by a specially designed, lightweight and acoustically controlled pumping unit.

Aerodentis offers a series of important advantages for patients:

- a) Patients are not required to wear the device during the day. Using it in the evening and at night is sufficient to achieve the desired results;
- b) Course of treatment is more predictable, there is no need to remake sets of devices mid-treatment;
- c) Suitable for all ages – including early treatment, children, teenagers and adults;
- d) Faster treatment time, orthodontists can process a much larger number of patients and therefore increase their revenues.

In addition, a series of options regarding the applied force help reduce treatment time and increase its effectiveness:

- a) Regular Mode – the force on the teeth is monitored and fixed throughout the course of treatment;
- b) Dynamic Function - pressure is increased and reduced (during night treatment) using a pulsating mode of variable forces;
- c) Programmable – force can be altered automatically during treatment according to pre-programmed specifications;
- d) Measurement – the device records usage data and provides feedback that enables the orthodontist to monitor precise force application and patient compliance.

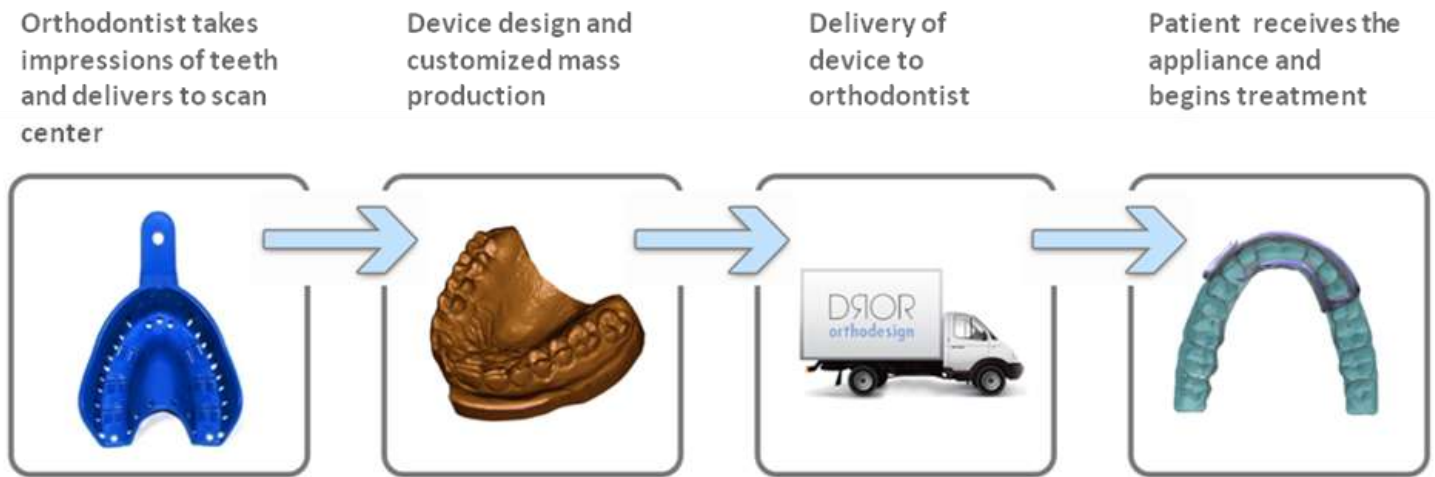
## **Current Status & Development**

Aerodentis development began in 2005 and is financed through private investors and by grants from the Office of the Chief Scientist of the Israel Ministry of Industry, Trade and Labor.

Patents have been applied and engineering and clinical models of the Aerodentis device have been produced. There has been widespread enthusiasm and support from professional experts and opinion leaders.

### Objectives & Strategy

Dror aims to fully launch Aerodentis in Q4 2010 and to establish it as the gold standard in orthodontic treatment. It will be supplied under a service model through which mouthpieces will be produced for each individual patient, based on precise details and treatment programs, as defined by the orthodontist.



Dror seeks to initially establish a distribution agreement with a recognized, medium-sized European-based distribution company in a local or regional market.