

Oral and Maxillofacial Surgery



Learn more about how we can help your practice realize its fully integrated potential.

Would you like to know more?

Visit www.carestreamdental.com or call us today at 800.944.6365.

OMS Solutions
There's an Integrated Practice in Your Future



Like so many other professions, oral and maxillofacial surgery is being reshaped by the impressive pace of technology. Cone beam computed tomography (CBCT) delivers more clinical information than traditional film-based or digital radiography. Practice management software has become increasingly sophisticated, accommodating the varied needs of clinical and administrative staff members.

Complementary programs, augmented by third-party services, have streamlined and automated the process of claims and billing. Oral surgeons can now provide better care for more patients in less time than ever before.

But your modern oral surgery practice needs more than just sophisticated hardware and software – it needs practice-centered solutions from a persistent industry

innovator. It needs comprehensive service and support from knowledgeable, experienced technicians. It needs Carestream and the industry's leading provider of integrated imaging and practice management solutions.

We use “the power of together” to bring all the many aspects of your practice into alignment – producing stunning images that increase case acceptance and make the transition to electronic medical records an easily attainable reality. Our goal is to provide you a full suite of solutions that help your practice run more smoothly than ever.

The power of together is here – and it's waiting on you, only from Carestream Dental.

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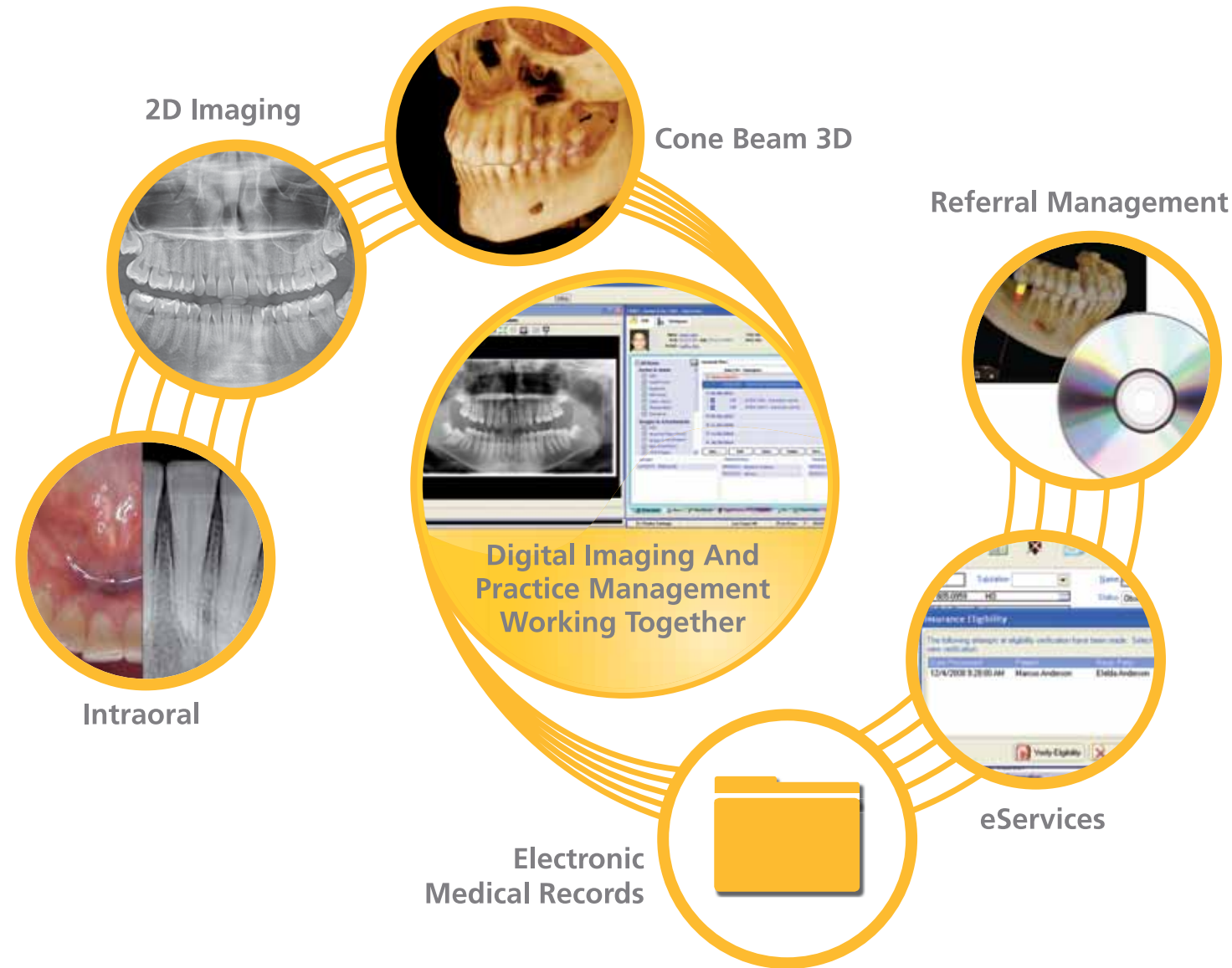
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Integrated Practice



What it means to you

An integrated practice means a smooth, streamlined process from start to finish for every patient under your care. Please continue reading for an example of patient flow through your integrated practice.

Mary Smith is referred to you by her dentist for an immediate implant evaluation. Mary contacts your office to set up an appointment for the consultation. Her first contact is with your receptionist who uses **WinOMS CS** to find an opening in the schedule. Thanks to the **Online Patient Registration module**, Mary can visit your website and enter her demographic, referral, health history and insurance information.

A few days later, Mary arrives at your office. She signs her completed health history using a digital signature pad, and does the same for a HIPAA release form, both digital documents safely stored in Mary's patient file.

Your clinical staff then images Mary's proposed implant site using the **3D extraoral imaging system**. It takes mere minutes to properly position Mary, acquire the image, and reconstruct the 3D CBCT volume. Mary's clinical images are automatically saved into her digital chart and displayed on the monitor in your operatory. You take bone measurements and discuss implant placement with Mary. Using our comprehensive implant planning tool and Mary's 3D images, you show Mary exactly where you will place the immediate implants. Mary now truly understands the case being presented and decides to move forward with the immediate implant. Mary signs a consent form using **Digital Forms Integration**.

You perform the extraction and implant surgery without any complications. You take a post-op periapical radiograph with the **RVG 6100 digital radiography system**. A few minutes later you are using your tablet PC and our **EMR-Elite Module** to enter all your clinical notes for Mary's procedure. Mary's patient file contains a thorough record of all aspects of your care, including procedures performed, referral letter, prescriptions and more. By the time Mary arrives at check out, all of her charges have been entered and her insurance claims electronically filed. She receives a walk-out bill, and her referring dentist will soon receive a letter or email regarding the successful surgery, accompanied by digital x-rays.

So what does an integrated practice mean to you? It means removing many steps that occur in a paper-based environment, creating more time for patient care. It means an overall better patient and referral experience. It means that all your technologies can co-exist without complex bridges or frustrating workarounds. It means you have one reliable, experienced partner supporting your practice and keeping it on the leading edge.

Carestream Dental Digital Imaging

Carestream Dental digital imaging systems are seamlessly integrated with WinOMS CS and Windent software, meaning that your practice can pair the most-trusted name in oral imaging with the finest practice management software. We're committed to making your life easier and worry-free with our "system thinking" approach to creating solutions.

The Seamless Advantage

Staff/Doctor:

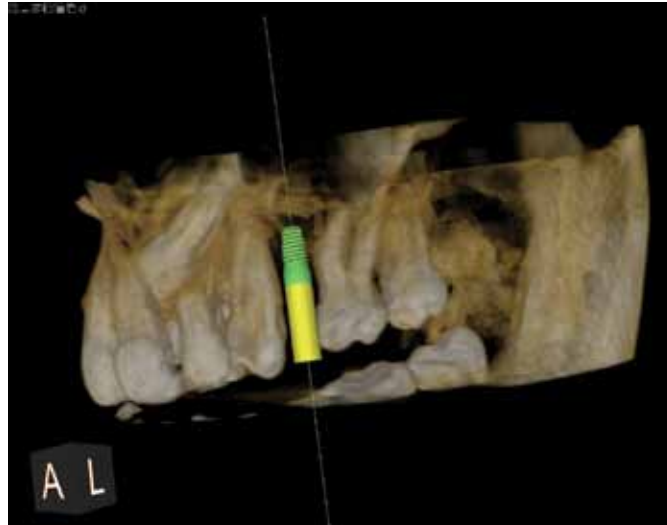
- No wasted time waiting for film to develop
- No film or chemicals to buy or inventory to manage
- Extremely simple and intuitive interface and controls
- Industry-leading 3D software with unlimited workstation licenses – FREE
- Significantly reduced duplication costs

Patient:

- No waiting for X-rays to be developed
- Reduced office visit time
- Better visualization of diagnosis and treatment
- Standing or seated positioning – 100% wheelchair accessible

Referral:

- Receives copy of X-ray electronically via email, CD or hard copy
- Panoramic, periapical and 3D images can be seamlessly integrated into the referral letter
- Referrals who are paperless can attach your images to their patient's file
- Easily collaborate on 3D images with your referring or restorative dentist



Consider the possibilities, such as sharing crystal clear images like these with colleagues for enhanced collaboration.

8000C Digital Panoramic and Cephalometric System

The 8000 digital panoramic and cephalometric system captures clear panoramic images, TMJ and maxillary sinus views in seconds. Powered by a high-frequency generator, the 8000 system maintains a constant radiation dose during the exposure. As a result, you receive high-quality images with homogenous image density and contrast levels. The 8000 system is available with a digital cephalometric option, which uses one-shot technology to acquire cephalometric images in 1-2 seconds.

The 8000 system's ergonomic design provides easy accessibility to patients of all shapes and sizes, including those confined to wheelchairs. It also features face-to-face positioning, ensuring proper patient alignment and reducing the risk of retakes.

The Seamless Advantage 8000C System

- Cost-effective
- Easy to use



Just one example of the remarkable results you will obtain quickly and effortlessly with the improved version of the 8000 system.

9000C 3D Digital Panoramic and Cephalometric System

A true, high-performance digital panoramic and cephalometric unit that is simply great for imaging, the 9000 system lets you select from standard or child panoramic, two or four lateral TMJ, maxillary sinus and segmented panoramic views to generate the perfect image for your diagnostic needs.

With pre-programmed settings that further support ease of use and an adjustable focal trough that intuitively adapts to each patient's jaw morphology, anyone on your team can acquire a panoramic image. Features such as face-to-face positioning help reduce the risk of retakes.

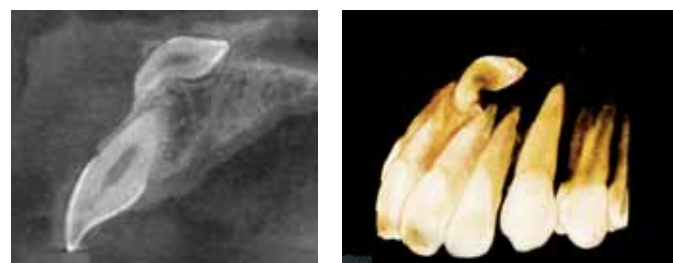
The 9000C 3D system adds the clinical power of focused-field 3D to cutting-edge panoramic imaging and optional cephalometric imaging for a space-saving, easy-to-use hybrid unit. By using up to three digital sensors – one dedicated to high-resolution panoramic images, one to cephalometric images and the third to CBCT – you can rest assured that you are getting the best images.

Based on feedback from our oral and maxillofacial surgeons, we set out to provide an all in one solution with the 9000C 3D system that does not compromise image quality, speed or patient comfort. The 5 cm x 3.75 cm focused field of view provides detailed, anatomically-correct images that reveal even the smallest clinical details – from all angles and slices. Simply select the 2D or 3D program you want, and the unit uses the appropriate sensor, with no manual adjustments required.

Both systems accommodate all body types and are easily accessible to wheelchairs, making exams more comfortable for patients.

The Seamless Advantage 9000C / 9000C 3D System

- Variable focal trough insures industry-leading panoramic image quality
- Significantly less radiation exposure when compared to other CT solutions (9000C 3D system)
- No need to refer patients for 3D scans
- Implant planning modules allow patients to better understand their treatment plan (9000C 3D system)
- Increase orthodontic referrals by improving your ability to diagnose and manage impacted and supernumerary teeth
- Dosage is 10 to 30 times lower than other 3D systems (9000C 3D system)
- 5 cephalometric size image options
- 5 different cephalometric programs



3D images such as these can enhance your interactions with patients and lead to greater case acceptance.

CS 9300/9300C 3D System

The CS 9300 3D system, our newest and most versatile extraoral imaging solution, is the ideal fit for any oral and maxillofacial surgery practice. It offers true 2D panoramic imaging with variable focal trough technology to generate crystal-clear radiographs every time, in less than 14 seconds. It also delivers up to seven selectable 3D fields of view – ranging from 5 cm x 5 cm to 17 cm x 13.5 cm – supporting a wide array of clinical applications. With image resolution of up to 90 µm, the CS 9300 3D system provides the anatomical detail necessary for well-informed treatment recommendations. Capture focused-field, single and dual jaw, single and double TMJ, sinus, and maxillofacial scans – all in one space-saving design.

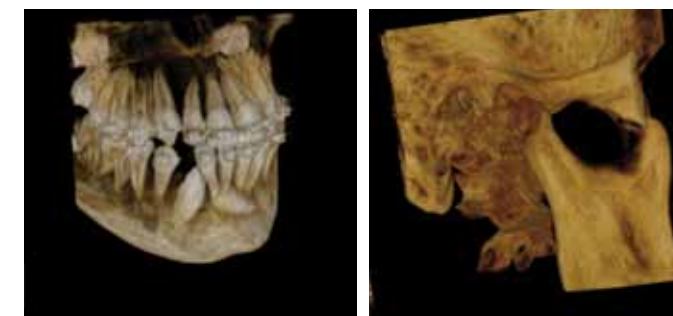
Included with the CS 9300 3D system is our industry-leading CS 3D imaging software. An intuitive interface and short learning curve allow you to quickly understand how to capture exceptional images. Volumes can be viewed slice by slice in axial, coronal, sagittal, cross-sectional and oblique slices for enhanced diagnostic interpretation. Plus, the complimentary implant planning feature includes pre-loaded libraries of implants from multiple manufacturers, and gives you the ability to create custom implant sizes.

The CS 9300 3D system lets you manage patient dose with a new degree of control. Use the CS 9300 3D system's image "scout" to evaluate patient position and line up the scan. By collimating the scan area to the precise anatomical region of interest, you can avoid unnecessary radiation. Rapid scan times – as short as 12 seconds – mean that exposure is kept to a minimum, while clinical benefits remain maximized.

The CS 9300 3D system also facilitates multidisciplinary collaborative care. The CS 3D imaging software creates fully-functional data sets, which you can burn to a CD or DVD and give to your referring doctors.

The Seamless Advantage CS 9300 3D System

- Exceptional image quality and practice flexibility
- Up to seven selectable fields of view for 3D images, ranging from 5 cm x 5 cm to 17 cm x 13.5 cm
- Offers 2D digital panoramic imaging with variable focal trough
- Fast scan times – as low as 12 seconds
- Automatically positions to the region of interest based on program selected



Multi-modality with 2D panoramic and cephalometric option

The all-in-one CS 9300 3D system is the most versatile multi-modality imaging system available today. In addition to its exceptional 3D imaging capabilities, it also offers 2D digital panoramic imaging with variable focal trough technology that's crystal clear, every time. It even has a one-shot cephalometric imaging modality upgrade option. For practitioners who have been waiting to integrate cone beam computed tomography into their practice, this is the perfect option with the most capabilities available in one space-saving all-in-one system from Carestream Dental.

RVG 6100 Digital Radiography System

The RVG 6100 digital radiography system is the product of years of pioneering research and experience. With true resolution greater than 20 line pairs per mm, it delivers the clearest images of any digital radiography system in the industry. Thanks to USB 2.0 connectivity and lightning-fast image generation, radiographs are displayed in less than two seconds. Further optimize your radiographs with pre-configured image filters and image enhancing software features.

The RVG 6100 digital radiography sensors are available in different sizes to meet your practice's needs: size 0 for pediatric patients, and sizes 1 and 2 for all your oral and maxillofacial surgery needs. These sensors are almost identical in size to their traditional film counterparts. All the sensors have increased "sensitivity," which allows practitioners to decrease the radiation dose from our previous generation of sensors. Sensor positioning is also easier than ever: the rounded corners are more comfortable for patients, while the rear-entry cable and a complete set of positioners help with proper sensor placement. The sensors are also designed to resist shocks, bites and drops.

The Seamless Advantage RVG 6100 System

- Image acquisition takes mere seconds
- Great for implant treatment
- Easily obtain post-operative periapicals
- Uses your existing periapical X-ray source
- USB 2.0 connection for portability
- Reduced radiation
- Easily share images with other office locations



With a perfect blend of speed and unmatched quality, the RVG 6100 system is ideal for the pre- or post-operative evaluation.

RVG 6500 System

Built on decades of research in digital imaging, the RVG 6500 system features wide exposure latitude and generates exceptionally clear, sharp images with unmatched anatomical detail. It delivers the many benefits of the RVG 6100 digital radiography system – image resolution of greater than 20 line pairs per mm, three sensor sizes, and more – in a convenient, wireless design. It supports multi-chair and multi-monitor practice configurations so you can share sensors between operatories.

Access your images like never before. Thanks to our RVG mobile application, your iPad can serve as an acquisition station, a tool for reviewing images, and a powerful instrument to assist with chairside communication. With easy access to patient images, you have the potential to increase treatment acceptance – bringing in more revenue for your practice. After capturing and reviewing images, simply transfer them to your computer for diagnosis and archiving. The RVG mobile application provides access to your dental imaging software files on an iPad, allowing you to easily transfer stored images between your computer and handheld device. And best of all, wireless transfer means there's no need for a computer in each operatory.

Available from the Apple App Store, the RVG mobile application is the first of its kind and marks a turning point in mobility. As the only dental imaging tool in the industry to provide such compatibility, the RVG mobile application transforms any iPad into a functional image review and communication tool.

The Seamless Advantage RVG 6500 System

- Wi-Fi enabled for easy mobility
- Film-quality images in mere seconds
- Three sensor sizes
- Accommodates multiple practice configurations
- Great for collaborative care



*iPad intended for chairside use. Not intended for use in remote diagnostics.



Clinical Cases

Doctors across the globe are discovering innovative ways of using the rich clinical data delivered by digital imaging systems to evaluate patients, determine the optimal surgical access and consistently produce successful and predictable treatment outcomes.

Carestream Dental's expanding library of clinical cases showcases these real-world applications for a variety of traumatic injuries, surgical procedures and pathology. We encourage all of the doctors we serve to let us know how you are using our technology. Who knows? Perhaps one day you will encounter a challenging case or perform a complex operation with the help of one of our imaging systems – we'd love to hear about it!

Implant planning with 3D imaging modalities is rapidly becoming mainstream. Learn which field of view is right for your practice with the CS 9300 3D system. It features seven selectable fields of view ranging from 5 cm x 5 cm

to 17 cm x 13.5 cm, giving you greater flexibility and the ability to collimate to the field of view that meets all of your patient needs. Whether you want to image a complex impaction or plan a large implant case, you can collimate the image to the smallest or largest field of view that suits your patient.

Evaluate bone depth and conduct TMJ and airway analyses. Uncover anatomical features that are difficult or impossible to detect in 2D images. Get the information you need to handle challenging trauma and orthognathic cases. Join your colleagues who have used Carestream Dental's elite imaging systems to successfully treat their patients.

We look forward to hearing from you on how Carestream Dental solutions help you tackle the most intriguing of clinical cases!



Integrated Imaging Software

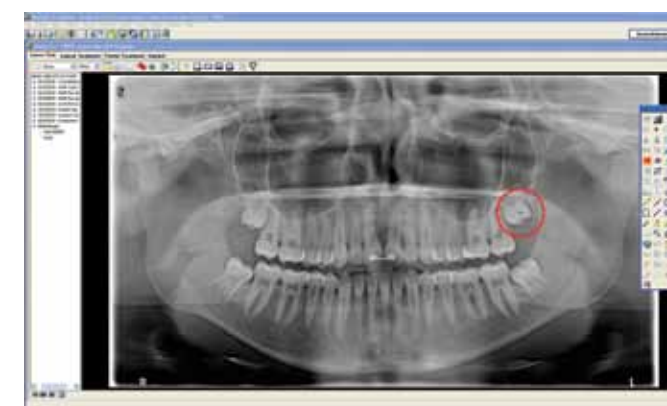
OMS imaging software seamlessly integrates with our WinOMS CS practice management software and Carestream Dental's digital imaging systems so you have instant access to all of your patients' images directly from their chart. Analyze, manipulate, annotate and highlight areas of interest while maintaining accurate diagnostic records.

Easily share images with colleagues and insurance companies for streamlined referral interaction and faster claim reimbursement. You can even integrate images with word processing tools within the WinOMS CS software to create powerful and effective patient, collaborative, and marketing communications. The OMS analysis module fo OMS imaging software makes cephalometric tracing simple and intuitive. Simulate the placement of implants to demonstrate and explain proposed implant procedures using panoramic x-ray images.

Windent Platinum is fully integrated with Carestream Dental's dental imaging software, facilitating seamless integration between Windent Platinum and Carestream Dental's digital imaging systems. Powerful image manipulation tools, including picture management and archiving functions, help improve patient communication.

3D Imaging Module

Carestream Dental's 3D imaging module is included at no charge with each of our 3D products. It is an extremely feature-rich, intuitive and powerful software application that allows you to take full advantage of your 3D CBCT system. Views include: axial, coronal, sagittal, 3D, cross-sections, reconstructed panoramic and oblique. Save your images to a CD/DVD with a complimentary copy of the software so referring doctors can manipulate the images. There is also a comprehensive library of common implant systems, allowing you to easily plan complex implant cases.



Review, then store, images such as these as part of your patient's medical records.

WinOMS CS Practice Management Software

For nearly 25 years, oral & maxillofacial surgeons from single and multi-office practice have relied on WinOMS CS software. Used by more than 4,000 oral surgeons today, WinOMS CS has become the gold standard in OMS practice management systems by directly incorporating feedback from hundreds of OMS practices.

Whether you are looking for basic billing and scheduling or a more comprehensive paperless solution, WinOMS CS is the answer.

Some of the major features include:

- Dental, Medical and ICD-9 Cross-Coding
- Comprehensive practice management and referral reporting
- Prescriptions
- Scheduling
- Implant, Stage and Recall Tracking
- Document Scanning
- Day Sheet & Night Call Lists
- Patient Dock – allows you to put patients on hold, open up new windows and multi-task effortlessly. You can also push patient records from one user to another (similar to email).



The screenshot shows an 'Aged Receivables Report by Patient' table. The table lists various patient records with columns for Patient ID, Name, Date, and Amount. The data is organized into rows for different patients, showing their respective financial details.

Pt ID	Patient Name	Man/Phys/Prov	Pay	Start Date	End Date	Days	Net	Net	Net	Net	Net	Net	Net	Net	Net	Net	Net	Net	Net	Net
10000	James Gale	MD	10000	01/01/2008	01/31/2008	31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
20000	James Gale	MD	20000	02/01/2008	02/29/2008	29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
30000	James Gale	MD	30000	03/01/2008	03/31/2008	31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
40000	James Gale	MD	40000	04/01/2008	04/30/2008	30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
50000	James Gale	MD	50000	05/01/2008	05/31/2008	31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
60000	James Gale	MD	60000	06/01/2008	06/30/2008	30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
70000	James Gale	MD	70000	07/01/2008	07/31/2008	31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
80000	James Gale	MD	80000	08/01/2008	08/31/2008	31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
90000	James Gale	MD	90000	09/01/2008	09/30/2008	30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
100000	James Gale	MD	100000	10/01/2008	10/31/2008	31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
110000	James Gale	MD	110000	11/01/2008	11/30/2008	30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
120000	James Gale	MD	120000	12/01/2008	12/31/2008	31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL							0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

EMR-Elite

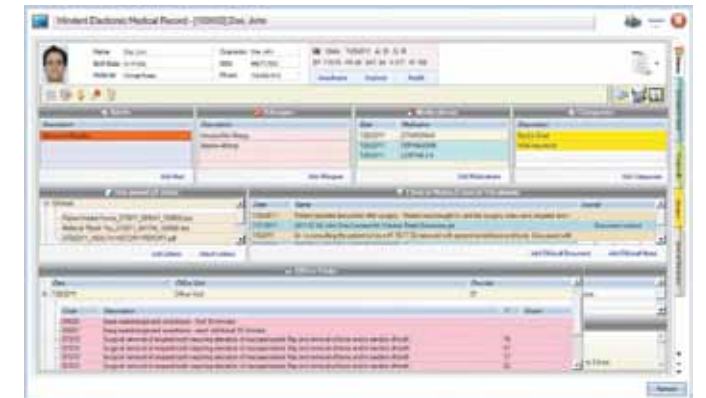
Our latest version of the EMR-Elite module for WinOMS CS practice management software streamlines the way you capture clinical notes and helps make your practice chartless.

Enhanced templates within the software save you time as you take notes or enter orders. Spend more time with patients and your care team, rather than typing the same information over and over in various locations.

Our latest version of EMR-Elite's operative, SOAP and progress notes gives you the flexibility you need to accommodate differences between patients' cases as well as doctors' note-taking preferences. It gives you the power of a word processor built into the application – no more need to create and import Microsoft Word documents from elsewhere on your network or system.

EMR-Elite includes many robust features:

- A full library of customizable templates is pre-installed to cover all sorts of common visits.
- With its merge field functionality, the pertinent patient information automatically populates.
- Customize each note as appropriate for a given patient, reuse common notes and even save your edited template for future reuse.
- Text "snippets" draw on a database of often-used phrases and are template specific, so you don't have to scroll through lists that don't apply to the case at hand.



With EMR-Elite, you'll enjoy faster workflows and reliable data at your fingertips.

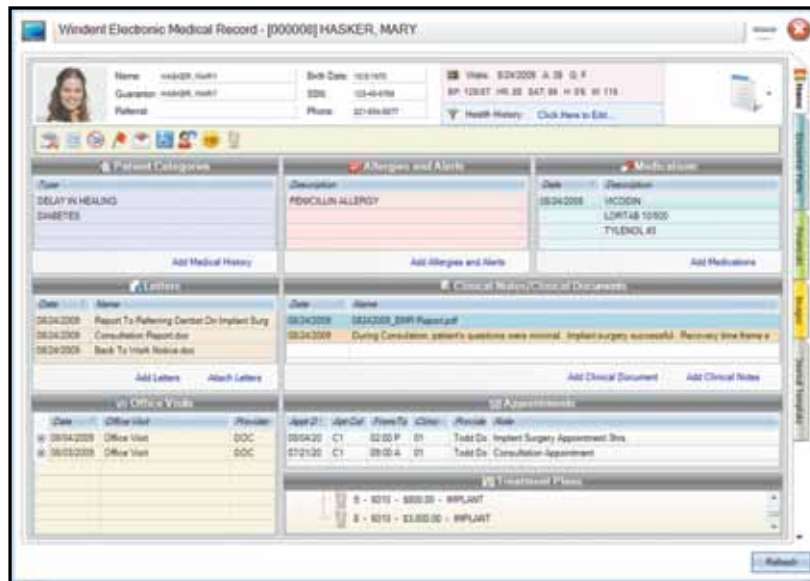
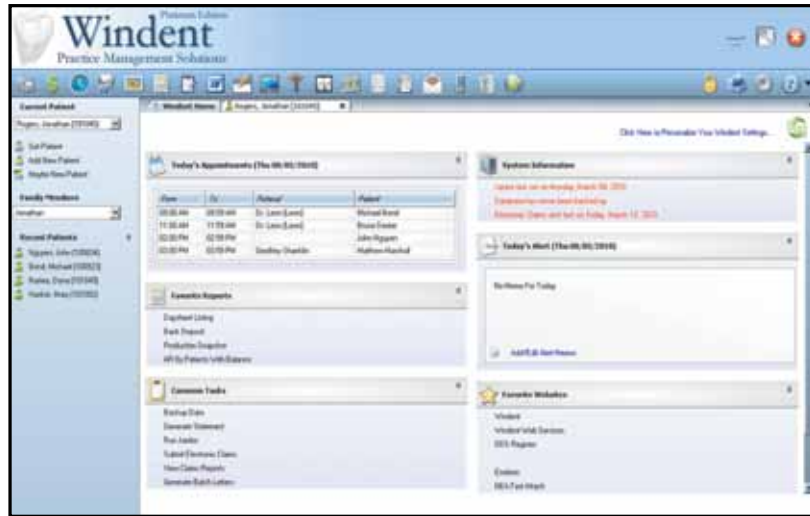
Windent Platinum – Hosted Solution

Carestream Dental offers web-based practice management solution, Windent Platinum, for those single to enterprise practices that would prefer to have fully managed data services. Hosted solutions meet the needs for large, small practices with single or multi-specialty focus. Windent Platinum practice management software includes all the helpful features you need to run a successful practice. The software can support practices of all sizes and multiple specialties, including oral surgery, dentistry, endodontics, and periodontics. Keep a full schedule, stay organized, manage finances, and much more – all with the simplicity and intuitive functionality you've come to expect from Windent.

It includes all the helpful features you need to run a practice, such as intelligent billing features, anatomically-accurate 3D charting, Electronic Medical Records (EMR), implant tracking and more. Easily store and retrieve patient information, insurance benefits, scanned documents, emails and letters sent, and primary and secondary account billing information. Scheduling appointments is simple with click and drag functionality. And thanks to its seamless integration with Carestream Dental's dental imaging software, you can quickly view detailed clinical images from the full array of Carestream Dental's digital imaging systems.

The Windent Platinum Home screen is customizable to give each member of your office staff quick, easy access to the specific program functions they use most, as well as a summary of their day. They can add system reminders and alerts, initiate emails to specialists and patients, and view today's appointments.

The Electronic Medical Records (EMR) screen reduces the frustration of searching multiple screens for needed information. View the most critical patient data from one screen, whether you are dealing with insurance companies; responding to patients' questions about treatment, proposed treatments or billing issues; or providing information to referring doctors or other staff in your office. It is power and simplicity in action!



Add-On Modules

WinOMS CS and Windent Platinum both offer many optional modules to further enhance your practice's productivity. Pick the combination that best serves your practice! Some of the available options include:

Mobile Practice Management

Put your practice in the palm of your hand, using your smart phone to access your WinOMS CS or Windent Platinum files remotely. The **PEARL Module** lets you view patient records, financial information, reports, images* and more from any iPhone or BlackBerry.



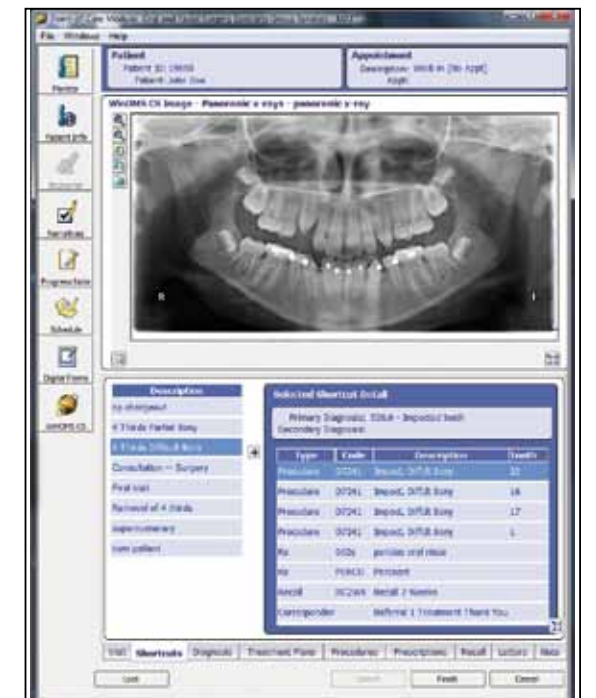
*Please note: Radiological images displayed on digital handheld devices are not intended for diagnostic use.

QuickBooks Integration

Spending too much time writing refund checks and transferring balances? Let us reduce that workload by 95% with **QuickBooks Integration** for WinOMS CS.

Online Patient Registration

Reduce your staff's data entry time by allowing your patients to enter their demographics, insurance information, referral and health history through your website. Try **TruForm Integration** for WinOMS CS or the **online patient registration form** for Windent Platinum.



eServices

Seamlessly integrated with your WinOMS CS and Windent Platinum practice management software, powerful eServices simplify and automate formerly time-consuming but essential administrative tasks.

Automated Statements

Send professional-looking statements to your patients with the click of the mouse. Automated Statements allows you to communicate with standard and custom messaging – the perfect blend of speed and flexibility. Eliminate your monthly spending on stamps, envelopes and forms.

eClaims

Instead of manually completing different forms for different insurance companies, eClaims lets you submit electronic claims quickly and easily. You can even electronically attach supporting documents! Plus, eClaims automatically sends paper claims to payers who don't accept electronic submissions. Also available for Windent practice management software.

ePayments

Integrated credit card processing has never been easier – process payments faster with no need to re-enter account information. ePayments also lets patients set up monthly automatic credit card payments, a convenient and time-saving option.

eVerifications

Why wait on hold to check patient insurance eligibility when you can check it online in seconds? eVerifications is a great way for you to quickly obtain and store the most accurate insurance benefit information for every patient. Also available for Windent software.

eReminders

Average no-show rates can reach as high as 35% in some practices. Significantly reduce your no-show rates by using eReminders – a flexible and customizable service that integrates into WinOMS CS and reminds patients of appointments in a way that suits them and your practice.

Third-Party Software

WinOMS CS software is also compatible with these third-party programs:

CareCredit

CareCredit, the leading patient financing option, is fully integrated with WinOMS CS software. Simply click on the CareCredit patient financing button and your patient's information is transferred automatically from the patient screen to the CareCredit application. Eligibility is determined very quickly, giving your patients flexible repayment options.

NEA FastAttach

With the FastAttach service from NEA, you can quickly send supporting documents to dental insurance companies when filing eClaims. Attach digital radiographs, charts, digital photographs, benefit explanations and even text documents to an NEA server. Electronic claims with attachments can be settled in weeks instead of months.

Advantage Plan

All-inclusive support for your practice

The industry's leading designer and manufacturer of practice management, imaging, and technology solutions is redefining what oral and maxillofacial surgery practices expect from customer support. Carestream Dental is proud to present the Advantage Plan, a comprehensive yet customizable program fine tuned to meet the needs of any practice. Access class-leading customer service, ongoing training opportunities, online and on-site support, integration with eServices, and much more.

90% of customers surveyed found our classes, trainers, and materials to be thorough, relevant and helpful.

Dedicated, full-time, certified trainers are available to train your staff.

Millions invested annually in Research and Development to push the pace of technology and keep our products at the forefront of the industry.

