



FOR IMMEDIATE RELEASE

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## **Carestream Dental Announces CS Brand Identity**

### *Major Ad Campaign Coincides with Product Renaming*

**ATLANTA** – Carestream Dental announced the launch of a major ad campaign designed to familiarize existing and prospective customers with the company's distinguishing characteristics. Resting on the pillars of efficient workflow, diagnostic excellence and humanized technology, the campaign seeks to help customers understand the rich tradition and many trusted brands that make up Carestream Dental. The ad campaign coincides with a strategic re-branding initiative, where the company will begin renaming several products under the Carestream Dental (CS) brand.

"We have a longstanding commitment to quality across all our brands – so many researchers, clinicians and oral health specialists have contributed to the development of our products for more than a century," said Jody Rodney, director of marketing, Carestream Dental. "We want to unite these leading-edge products under one banner and clearly articulate the benefits and seamlessly integrated nature of Carestream Dental's digital imaging, software and practice management solutions."

Carestream Dental's existing products have been sold under multiple brand names, including SoftDent, PracticeWorks, Kodak, OrthoTrac, RVG, Trophy and Windent. While these are recognized as leading products for various oral health specialties, the different brand names have the potential to obscure products' relationships and integrated functionality from doctors and oral health practice managers.

The company's first CS-branded product, the CS 9300, was successfully launched in the spring of 2011. Most existing products will soon be sold under the CS brand name, but will keep the same model numbers. Film and chemistry products will continue to be sold under the Kodak brand. Carestream Dental will still support and provide parts and accessories for all of its products.

"Transitioning to the CS brand gives us the opportunity to remind our customers exactly what we stand for, and it's quite simple: clear, reliable images for precise diagnoses; next-generation technology that's easy to use and understand; and a smooth, profitable progression through clinical and administrative tasks," added Rodney. "Carestream Dental cares, and we are committed to the success of our customers."

For more information on Carestream Dental's portfolio of products, call (800) 944-6365 or visit [www.carestreamdental.com](http://www.carestreamdental.com).

**About Carestream Dental LLC**

Carestream Dental LLC provides industry-leading imaging, software and practice management solutions for dental and oral health professionals. With more than 100 years of industry experience, Carestream Dental products are used by seven out of 10 practitioners globally and deliver more precise diagnoses, improved workflows and superior patient care. For more information or to contact a Carestream Dental representative, call (800) 944-6365 or visit [www.carestreamdental.com](http://www.carestreamdental.com).

**About Carestream Health**

Carestream Health is a worldwide provider of dental and medical imaging systems and healthcare IT solutions; molecular imaging systems for life science research and drug discovery/development; X-ray film and digital X-ray systems for non-destructive testing; and advanced materials for the precision films and electronics markets.

For more information about the company's broad portfolio of products, solutions and services, please contact your Carestream Health representative or visit [www.carestream.com](http://www.carestream.com).

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