

Press Release

For Immediate Release

December 15, 2009



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Curve Dental Announces Release of New, Web-based Dental Software

Curve Hero: A Fresh, Web-based Alternative to Dental Software

OREM, UT—Curve Dental, Inc. announced the release of Curve Hero, a new web-based alternative to [dental software](#) designed for simple operation, lifestyle flexibility and better business value. In development for more than five years, Curve Hero's advanced technology is designed only for the web for the contemporary dental practice, providing key features, such as scheduling, billing, clinical and perio charting, reporting, imaging, clinical notes, patient education, and more.

“Curve Hero is a fresh alternative to dental software,” said Matt Dorey, founder of Curve Dental, Inc. “Our primary objective was to take a different approach to dental software, beginning with the web. As a result, [Curve Hero](#) is dreamy simple. Doctors and their staff will find that we've taken a cleaner, smoother approach to helping them accomplish their tasks and responsibilities in less time and with more efficiency. Curve Hero is an extension of their style of working. Our customers prefer Curve Hero for the same reasons they bank on-line, book a vacation on-line or shop on-line: It's more convenient and it's faster—and less expensive.”

As web-based dental software Curve Hero offers advantages over traditional client/server applications with respect to implementation costs, convenience and data security. Because the software only requires a browser and an Internet connection, expensive investments in

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hardware, servers and IT services are not required. The convenience of the web allows the practice to access patient data from any location at any time, which is more flexible to varying lifestyle preferences. With patient data stored off-site at redundant and secure data centers, the practice is not threatened by theft, natural disaster or local hardware failure, greatly simplifying business continuity and disaster planning. Further, the practice also benefits by fully complying with all HIPAA or PIPEDA requirements pertaining to data security.

“Data security is substantially improved with web-based software than it is for legacy client-server software,” Dorey said. “Our encryption process meets or exceeds all government standards and our data centers are secured physically. On-line banking, on-line trading, on-line shopping, and on-line travel reservations have shown that doing business on the Internet is safe and much more convenient. A practice can now manage their practice on-line, too, with Curve Hero and not have to worry about data backup or IT assistance.”

Curve Hero’s web-based simplicity and flexibility makes it the perfect choice for dentists looking for an alternative to traditional, legacy client-server software. The seamless work style extension and business value in [Curve Hero](#) will help dentists better brand and manage their practices.

About Curve Dental, Inc.

Founded in 2005 Curve Dental provides web-based practice management software and related services to dental practices within the United States and Canada. The company is privately-held, based in the USA in Orem, Utah with offices in Calgary, Canada and Dunedin, New Zealand. Dentists can call 888-910-4376 or visit www.curvedental.com for more information.

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