

Press Release

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Registrations for Curve Dental's Free Web-based Patient Education Software Surpasses 4,700

Growing pool of dental professionals utilizing CurveEd, free Web-based patient education software

OREM, UT—Curve Dental, developers of Web-based dental software, announced that registrations for the company's free web-based patient education software, introduced in August 2010, surpassed 4,700. Accessed at www.curveed.com, the software includes more than 60 professional 3D videos and can be viewed on a PC, Mac, iPad, or iPhone.

"We're pleased by the number of dental professionals that have adopted our technology," said Jim Pack, CEO of Curve Dental. "We introduced CurveEd in July, less than four months ago, and we've seen a healthy growth rate. Many offices don't use patient education software because of high licensing costs combined with the heavy chore of installing, training, supporting, upgrading, and backing up of additional server-based software. As [Web-based software](#), CurveEd solves all those problems. Providing the service at no charge makes it even easier for the doctor, hygienist or dental assistant to utilize patient education to benefit the patient and the practice."

CurveEd provides more than 60 different dental patient education videos in 3D in 11 different categories. Patient education helps the dental professional build trust by providing their patients with an understanding of their current oral health condition and proposed treatment and outcomes. CurveEd allows the dental team to show patient education videos within the practice or send a Web link to their patient via e-mail. As a

Web-based application, CurveEd can be used on a PC, Mac, iPad, iPhone and other similar mobile devices

“CurveEd really is free, which is remarkable given the value it can provide to any practice,” said Mr. Pack. “CurveEd’s mission is twofold: First to provide a valuable tool that can advance proper oral care and treatment; and second, to give more doctors and staff a personal experience with Web-based dental software.”

About Curve Dental, Inc.

Founded in 2005, Curve Dental provides web-based [dental software](#) and related services to dental practices within the United States and Canada. The company is privately-held, headquartered in Orem, Utah with offices in Calgary, Canada and Dunedin, New Zealand. The company strives to make dental software less about computers and more about the user experience. Their creative thinking can be seen in the design of their software, that’s easy to use and Web-based. Dentists can call 888-910-4376 or visit www.curvedental.com for more information.

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