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digital
excellence!

At Panoramic, we're working to constantly improve our products and the customer experience so that you have access to our unique and valuable expertise in a way that's most convenient to you. In this issue of *The Panoramic Forum*, we'll highlight the Platinum Care Package, a comprehensive support package available with the purchase of any imaging system from Panoramic. With it, you'll be able to connect with our team using multiple avenues in order to best attain worry-free maintenance, service and answers to your questions.

We've also put together a review of our products - from our film-based pan, the PC-3000, to our latest digital unit, the Encompass. For the last 25 years, we've worked hard to create practical imaging solutions for any office. Each of our models is built upon our ideals of quality, reliability and value, and constructed with simplicity in mind. Take a look for yourself, and see which unit might be right for your office!

You'll also meet Dr. Charles Sammons, a dentist from Kermit, West Virginia. Over his 28 years in the field of dentistry, he's performed a wide range of treatments, from periodontal and endodontic therapies to carrying out implant treatments and orthodontics. Earlier this year, he was one of the first to purchase the new Encompass Digital Panoramic/Cephalometric Imaging System.

"Panoramic has made an exceptional machine," said Dr. Sammons. "I'm very satisfied with its performance, cost, and the results that it offers. Had I known that Panoramic would make the transition from film to digital so easy, I would have done it even sooner!" To read more about Dr. Sammons' experience with the Encompass, check out his story on page two.

If you'd like to participate in a future Customer Spotlight section, please visit our website and choose Share Your Story under the Testimonials tab. You'll receive a \$250 Visa gift card if we choose your story to be featured in our next Forum.

We'd appreciate hearing any feedback you have for us. Please take some time to fill out and return the survey inserted in this newsletter so that we can work together to meet your needs. You can also give us a call at 800-654-2027 or send us an email at forum@pancorp.com. We hope to hear from you soon!

Service

At Panoramic we offer a complete preventative maintenance program for your model, despite its age or your location. As part of this program, we invite you to call Panoramic and have your machine calibrated on a regular basis, especially before forthcoming state inspections. Our field technicians are also available to assist with issues like machine installation, staff training, and equipment transport or relocation. With over 300 technicians nationwide, Panoramic provides a solid network of support to answer your questions online, over the phone or via in-office support. By calling us first, you're guaranteed to receive immediate answers to your questions from those who have specific expertise on your equipment.

In addition to common positioning or software errors, please remain alert for any signs of excessive wear including unusual noises, hesitation or interference with smooth operation while the unit is moving up or down. If you should experience any of this operational activity, please call our Service Team at 800-654-2027 to ensure that your machine keeps providing you with the highest quality images as well as maintaining a great return on your investment.



Platinum Care Package with every product

At Panoramic, we understand that accessibility is the key to customer care. That's why our Platinum Care Package offers multiple ways for you to connect with our team for worry-free maintenance and service. With 25 years of experience supplying products and services to customers like you, we're able to present you with unique insight, valuable expertise and act as a comprehensive resource for all of your extraoral radiographic needs.

Your opinion matters. We've crafted the Platinum Care Package based on feedback from our customers! With this service, you'll receive live, real-time phone support available from 8am - 6pm EST to help with issues like basic troubleshooting and software support. Similarly, with our remote access software, you'll be able to reach our Certified Digital Support Technicians via the live web support feature. Once you've signed on, they'll be available to answer your questions and "virtually travel" to your office within minutes.

Panoramic also provides premium assistance in the form of user support videos and free image acquisition software upgrades. Both tools will ensure that you're able to remain knowledgeable and completely comfortable operating our digital imaging technology. Our user support videos also act as training visuals designed to refresh your positioning techniques, while the software upgrades will ensure access to the latest operational versions for your unit.

Customers have complimentary access to the Platinum Care Package with the purchase of any digital imaging system from Panoramic. To speak with a Panoramic Specialist for more information and current product promotional pricing, call 800-654-2027.



Customer Spotlight



Dr. Charles Sammons stands by the fact that he could not practice good quality dentistry without a panoramic machine. Over his 28 years in the field of dentistry, he's performed a wide range of treatments, from periodontal and endodontic therapies to carrying out implant treatments and orthodontics.

"My favorite part of the job is being able to provide patients and families with the help needed to improve their health," he said. "Every dentist should have a panoramic machine, especially when caring for young children."

On one particular occasion, Dr. Sammons treated a two-year-old boy that could not tolerate intraoral radiographs. So instead, he took a panoramic X-ray and discovered a foreign object in the boy's nose. "His mother had taken him to several doctors, complaining of nosebleeds, and nobody could find anything. We couldn't have diagnosed the problem with any other device in the office!", Sammons said.

Dr. Sammons practices general dentistry in Kermit, West Virginia and has been a satisfied Panoramic customer for 20 years. He purchased a film-based panoramic/cephalometric X-ray machine from Panoramic back in the early 1990's and was one of the first practitioners to purchase the new Encompass Digital Panoramic/Cephalometric Imaging System upon its release earlier this year.

Several important factors led him to upgrade to the Encompass. Primarily, he was interested in resuming orthodontics; the fact that it is designed to be upgradeable to a 3D machine was one of his deciding features. Besides already being familiar with the set up of the machine because of previously owned models, he found the Encompass to be cost-efficient, easier to use, and more comfortable for his patients. Dr. Sammons also noted that the quality of the X-rays topped even that of his last machine!


Additionally, using the Encompass has greatly improved patient interaction within the office. Rather than worrying about losing films to overexposure, he's able to bring the digital images up directly in the examination room to discuss patient diagnoses and answer questions.


Originally, Dr. Sammons first purchased from Panoramic because it's an American company. Years later, he's still impressed with Panoramic's commitment to providing low cost yet high quality products from their factory in Fort Wayne, Indiana, USA.

"Panoramic has made an exceptional machine," said Dr. Sammons. "I'm very satisfied with its performance, cost, and the results that it offers. Had I known that Panoramic would make the transition from film to digital so easy, I would have done it even sooner!"

If you'd like to participate in a future Customer Spotlight section, please visit our website and choose Share Your Story under the Testimonials tab. You'll receive a \$250 Visa gift card if we choose your story to be featured in our next Forum.

Fun Facts

 "Barber-surgeons" were dentists who practiced a variety of services, including cutting hair and extracting teeth; they were prevalent from the 5th to the 15th century A.D.

 In 1994, a West Virginia prison inmate used dental floss to braid into a rope, scale the outer wall and escape.

 On land, the Giant Armadillo is the mammal with the most teeth, sometimes having as many as 100 teeth lining its jaws!

Image Solutions for Any Practice

For 25 years, Panoramic has been striving to imagine and create panoramic X-ray machines that incorporate innovative technology and a comfortable patient experience. Because of our simplistic design and competitive prices, we've captured and retained almost 30% of the domestic panoramic X-ray market, making us a market leader in the United States. Over the years, we've worked hard to create practical imaging solutions for any office. Check out our following product offerings and see for yourself!

With the PC-3000, you'll have all the elements necessary to maintain a high level of flexibility and quality performance in your office, while still touting a minimal staff learning curve. It produces sharp 6" x 12" film images and is constructed with the option to transition the machine to a direct digital upgrade when you're ready to make that next step. Additionally, its easy-to-use commands and touch pad control make this unit one of the most user-friendly models on the market. Simply put, the PC-3000 is the successful result of applied user opinion combined with proven performance.

If you're ready to make the transition from film to digital radiography, then the 1000-DR Digital Conversion Package may be the right fit. This package will transform your PC-1000 (1996 panoramic models or newer) into an exemplary direct-digital system. With its leading-edge capture technology, you'll generate crisp images that can be magnified and enhanced with ease; this upgrade also enables different layers of the patient image to be selectively magnified for diagnostic flexibility. The conversion takes only a few hours, including the staff training time and includes a 2 year extended warranty on your existing machine.

The PC-4000 Digital System is comprised of three base parts that correspond to provide remarkable images: the sensor, X-ray generator and software-computer-monitor package. With the Cadmium Telluride (CdTe) sensor technology, the PC-4000 minimizes light distortion and yields crisp, quality images. The X-ray generator works in tandem to produce precise X-ray energy output, resulting in images that many have said are equal to or better than more costly units. Concurrently, it's the computer set-up that further augments the image. The software in the PC-4000 installation

package allows for multi-focal layer imaging. Together, these three parts are able to make the PC-4000 stand out above the rest in its class. It's simple to use, more dependable and easily maintained. As a result of these characteristics, it was given the distinction as 2011 Best Product by *Dental Product Shopper*.

Would you like to see actual patient images?

Scan this QR code with your smartphone or tablet for access to digital sample images.



Like these previous models, the all-new Encompass Digital Panoramic/Cephalometric Imaging System is built upon our ideals of quality, reliability and value, and engineered with simplicity in mind. It's designed with a future 3D upgrade solution. In addition to its many imaging programs, you'll also be able to add colorization, sharpness, and contrast to your images, depending on the criteria of the exam. Upon first use, you'll find that the Encompass matches its streamlined design with leading technology. It's equipped with the highly efficient CdTe sensor, providing you with the most detailed imaging available. The CdTe sensor captures 300 dimensional frames of digital data per second and transmits them instantly to your computer. Because images can be taken using a faster scan and capture mode, you'll also be shielding your patients from unnecessary extra radiation exposure.

In addition to its full line of new equipment, Panoramic also has a limited supply of Factory Certified machines including digital panoramic imaging systems as well as film-based panoramic and panoramic/cephalometric units.

Upcoming Shows

We always welcome your visit, so stop in and see us! For more information about these trade shows, you can visit us at www.pancorp.com or call us directly at 800-654-2027.

**CDA Presents Fall
Booth 2020**

San Francisco, CA Sept 22 - Sept 24

**AOS/AGpO
Booth 7**

Atlanta, GA Sept 29 - Oct 1

**American Dental Association
Booth 2518**

Las Vegas, NV Oct 10 - Oct 12

**Greater New York
Dental Meeting
Booth TBD**

New York, NY Nov 27 - Nov 30



panoramic™

The name is the claim



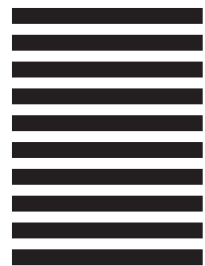
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(QTY 50 per Bag)



Customer Care

- Live Chat
- Online Payments
- Free Phone Support
- Regular Promotions

Contact our Customer Care Team at
800-654-2027

panoramic™ Informative Survey

How many pans does your office take per month?
 1-5 6-10 11-15 16+

Does your office use digital intra-oral sensors?
 Yes No

Who provides Service and Support for your machine?
 You or your office staff
 A local technician
 Your dealer representatives
 We call Panoramic Corporation

Did you know that you can order your radiography
supplies from Panoramic Corporation?
 Yes No

Do you foresee your office utilizing a digital panoramic
machine in the future?
 Yes No Already Digital

If so, how soon do you see your office using a digital
panoramic machine?

- In less than 6 months
- 7-12 months
- At least a year
- Not in the near future

Finally, how would you rate the quality of this
newsletter on a scale of 1-5, with 1 being poor,
and 5 being excellent?

Poor 1 2 3 4 5 Excellent

What content/topics would you like to see in future
issues of *The Panoramic Forum*?

Dr. Name _____

Address _____

City _____ St _____ Zip _____

Email _____



Fill out the online survey by visiting
our website: www.pancorp.com
Click on Customers/ Panoramic Forum
and follow the link. Please either return
this card or fill out the quick survey
online by September 30th for
a chance to win a

**\$200 Best Buy
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Winner of last issue's \$200 Best Buy Gift Card
- Dr. Saeda Basta (Covina, CA)