

# futudent» EduCam



## Video Dentistry Introduction

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Dental Imaging,  
Made Easy.

# Welcome to Futudent

Futudent is the market-leading provider of video technology solutions to dentists

- 6 year old, Helsinki-based company – started as a research project with the University of Helsinki exploring the benefits of video in every-day dental communication
- Manufacturer of Futudent EduCam, and provider of Futudent Recording software, Cloud storing and sharing platform, and the MyDentalbook patient communication service.
- Market leader with over 60% global market share in dental video camera business
- Selling in over 30 countries
- Doubling sales annually

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# What's the need?

Better imaging helps dentists overcome....

## Poor communication

- within the treatment team
- explaining treatment needs to patients
- Educating about hygiene and oral care

## Documentation challenges

- photo documentation takes time and interrupts dental work
- filming often requires assistance

## Isolation

- quality control
- difficulties in collaboration



# What's the solution?



“Futudent offers the easiest, most versatile camera system and platform for filming, recording and sharing dental work.”

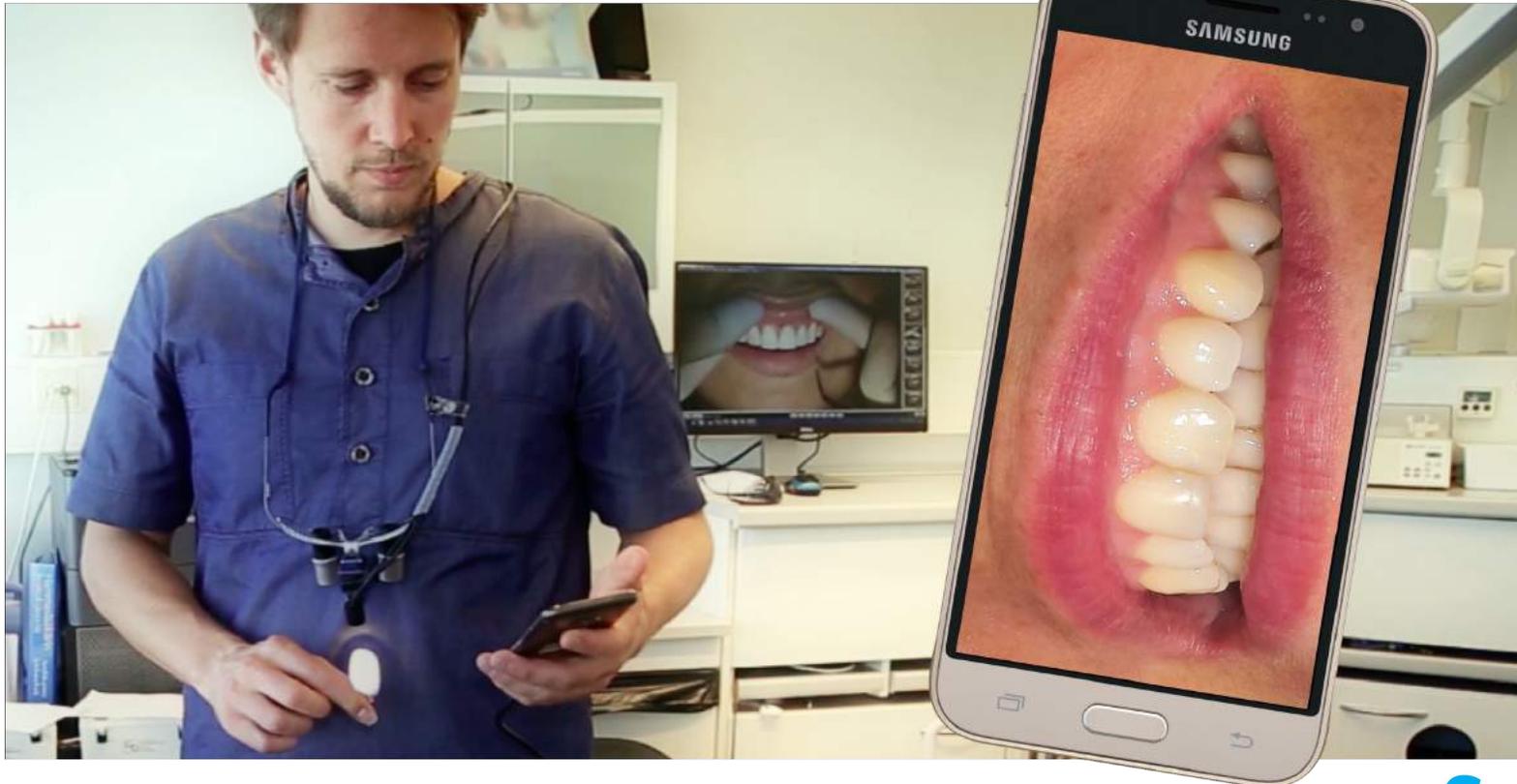
# How does it work?

The EduCam mounts to the chair light and loupes. Step on a pedal to take pictures and videos. Each camera comes with all the mounting options. No tools required - just snap and shoot!



# How to connect?

The EduCam connects with the operator computer (PC & Mac) and it also connects with any Android phone or tablet



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# What are the benefits?



- Documents everything - faster and easier than intraoral or digital cameras
- It's always on - no need to sterilize, and no fogging
- Help patients understand and accept treatments = fast ROI!
- Share your findings and instructions instantly to anyone

# What can video do for you?

Video is everywhere today and it's the latest trend in dentistry. It's the ultimate way give instruction to patients and colleagues. There are dozens of practical uses for video in dentistry, including:

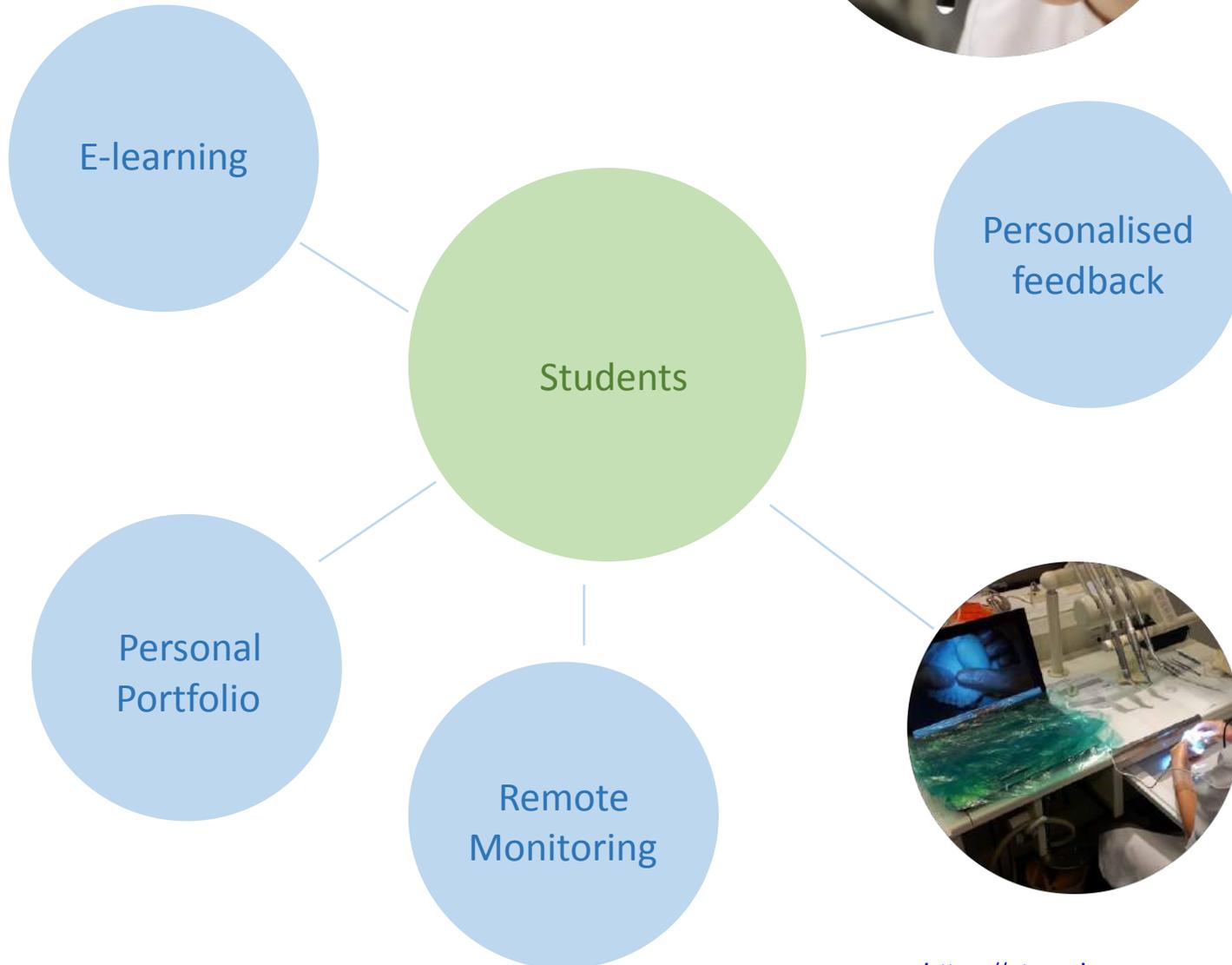


# MyDentalbook - sharing made easy!

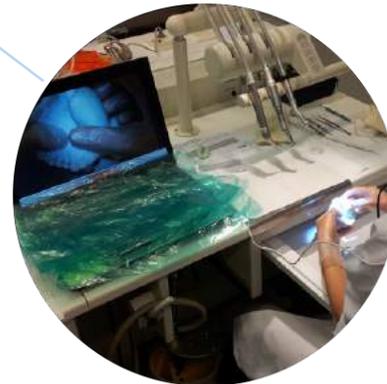
Every Futudent camera comes with the MyDentalbook cloud sharing service. Just film your video, add an email address, and send it instantly to your patient or colleague!



# Dental Education

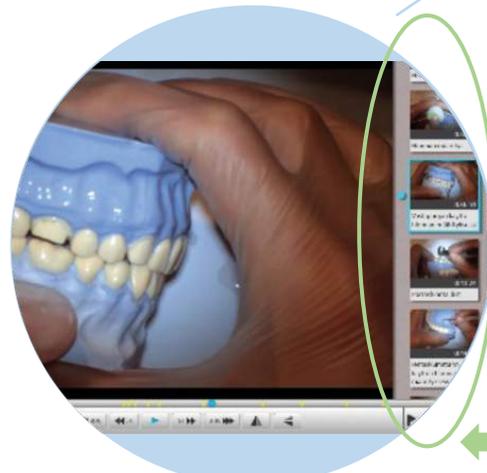
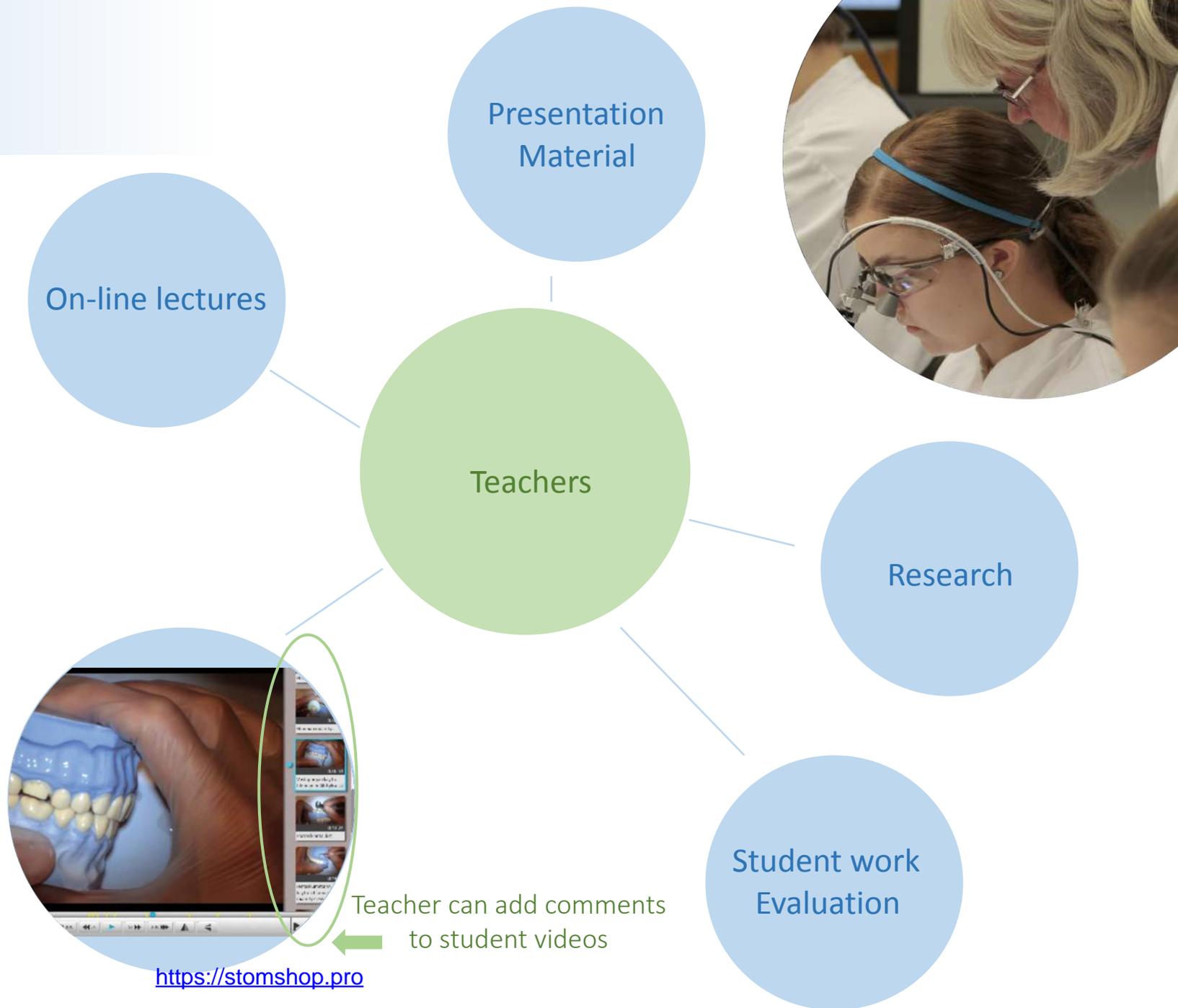


- An enhanced learning experience with personalised step-by-step feedback
- Document progress easily
- Share work with teachers and peers
- Learn from reviewing technique and process – not just focusing on the end result
- Create a personal portfolio of procedures and work

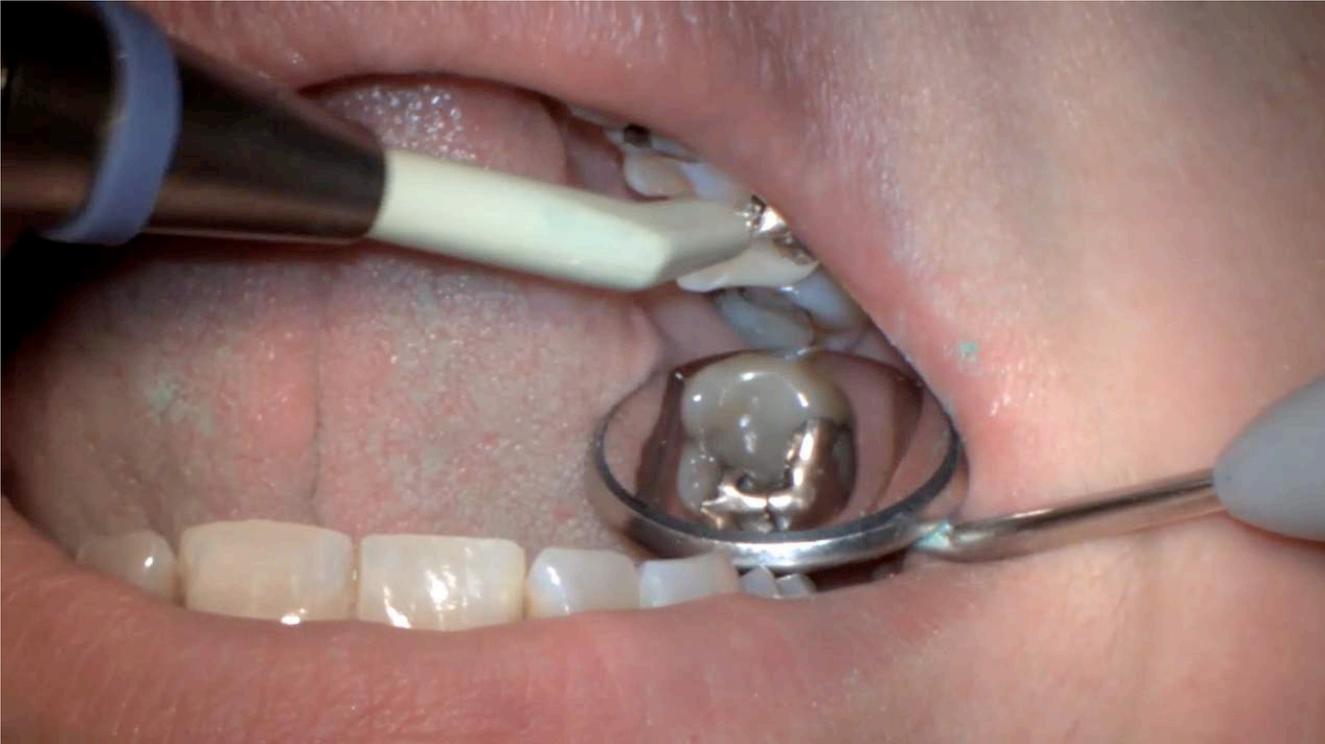


# Dental Education

- Enhance students' learning with:  
Personalised feedback  
Step-by-step assessments
- Time-independent evaluation: Give feedback whenever it suits best
- Make lectures more dynamic with superior video content
- Show realistic views of procedures
- Create online lectures and working groups easily



# Examples: Patient Education and Treatment Planning



Patient exam & personal video treatment plan

## **Case example**

Patient presented with a missing tooth, interested in discussing an implant.

Further examination revealed cracks on two molars on the right lower side.

Treatment plan called for implant plus 2 crowns. Video replay helped patient understand the need, and accept the more extensive treatment.

# Examples: Hygiene instruction, home care guides

Make quick and helpful hygiene instructions for patients and send it home where they need the advice.



Electric toothbrushing



Dental flossing



Interdental brushing

# Market Opportunity

Dental video is an entirely new trend and emerging category in dental equipment, which:

- Is growing exponentially
- Does not cannibalise other equipment sales
- Offers new service possibilities and easier documentation to doctors



# Market Opportunity

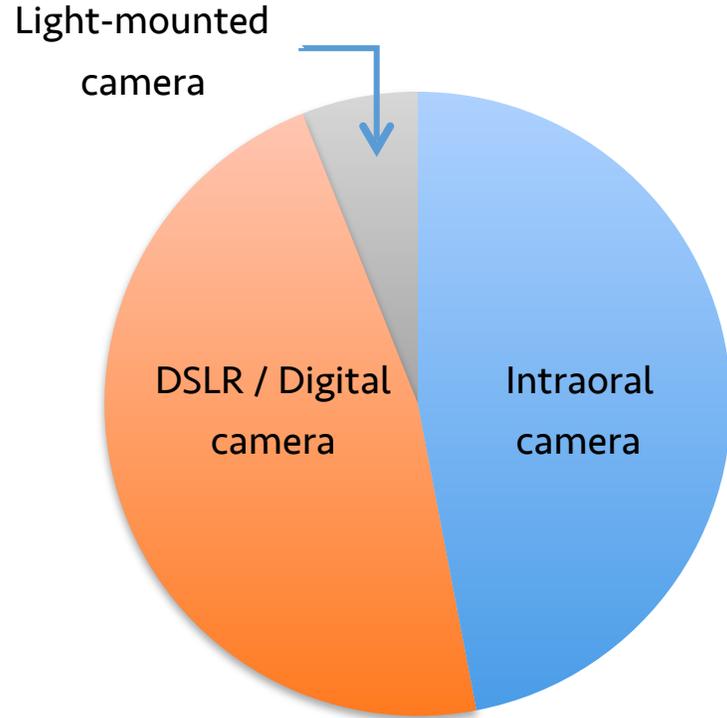
Light mounted photography is an easier way to do still image documentation, that:

- Is easy to operate
- Can be done with minimal interruption to the procedure
- Is retrofittable to most existing chair lights
- Creates a big sale opportunity in every operatory

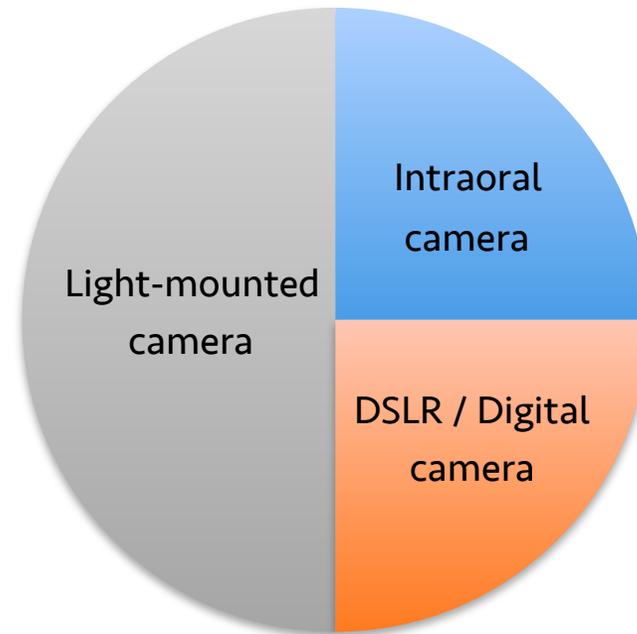


# A growing trend!

Dental Imaging Today



Dental Imaging by 2020



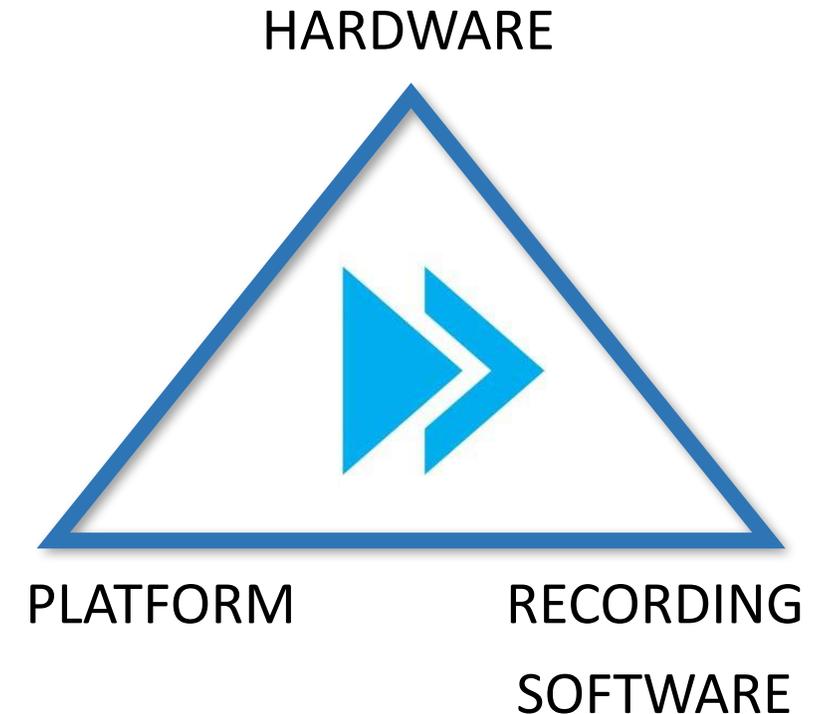
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# Why Futudent?

Futudent is currently 2 years ahead of any existing competitor in terms of development of hardware and software and importantly the sharing platform.

- Futudent is not tied to a single brand of loupe or light like many competitors (it can be sold to anyone)
- Futudent is the ONLY company with a platform built for storing and sharing videos online
- Futudent is the current global market leader and the only company with in-house expertise in camera hardware, software development and cloud computing

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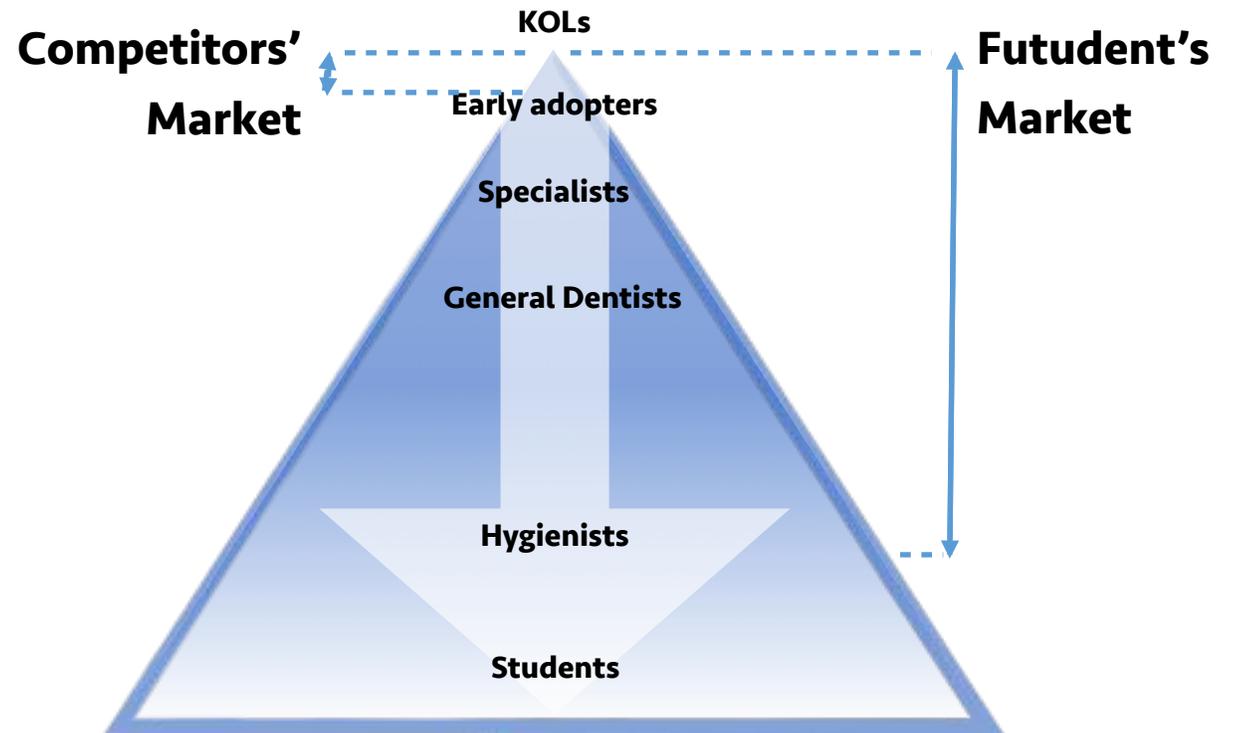


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# Only Futudent reaches the wider market

Competitors' solutions address only a small group of lecturers and educators. Futudent's solution has been designed for easy use in daily dentistry, and belongs in every practice!

"Futudent helps dentists do  
BETTER DENTISTRY"



# Market overview

	 							
Price	\$2290	\$3500+	\$5000+	\$6000+	\$4000+	\$2000	\$2000	\$2000 (Good quality)
Captures your view								
Hands free								
HD resolution								Some models
Edit-free operation								
Cloud storage								
Instant sharing								
Exchangeable optics						Zoom focus		

# What's inside the box?

MSRP 2290

- EduCam full HD camera
- 16mm 2x magnification lens
- USB control pedal
- Universal lens frame clip
- Adhesive chair light attachment
- 2 x 15' USB extension cables
- Futudent recording software
- MyDentalbook cloud storage and sharing service



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# Welcome to the Future of Dental Communication!



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