PRESS RELEASE

INTERNATIONAL SCIENTIFIC CONVENTION ABOUT TO START: "NEWTOM FORUM 2021-THE PIONEER OF THE CONE BEAM CT"

Milan, 6 September 2021 - The fifth edition of the international scientific convention *"NewTom Forum 2021-The Pioneer Of The Cone Beam CT",* organised by the Cefla Group's Medical Equipment Business Unit, will be held on Saturday 11 September at IRCCS San Raffaele Hospital in Milan, to celebrate the 25th anniversary of NewTom, a brand which - with its range of products - has revolutionized diagnostic imaging by bringing continuous innovation to the field of computed tomography applied to specialist medical fields as well as to the dental sector.

The Convention

The NewTom Forum, which will see 15 speakers and 8 moderators of acknowledged international renown lecture and share experiences, aims to present the most recent developments in dedicated CBCT technology to dentistry, maxillofacial surgery, ENT, orthopedics, and radiology specialists. Clinicians and experts from over 100 countries around the world will attend the Forum to share high-profile experiences and opinions, celebrating the scientific progress of the past looking forward to a future based on innovative solutions increasingly close to the needs of clinicians and patients, thanks to Cefla Group's continuous investment in research and development.

The event President, Professor **Enrico Gherlone**, director of the Department of Dentistry of the San Raffaele Hospital and President of the Vita-Salute San Raffaele University, commented "*We are pleased to host this event that is testimony to the revolutionary role played by scientific research in the technological field and to its impact on diagnostic imaging systems in our industry. This event is also an opportunity for our students who will have a chance to personally experience the value of the creation of synergy between research, clinical practice and teaching*."

Technology

NewTom tells a story of Italian excellence: in the world, the tomographic volume reconstruction technique based on the capturing of two-dimensional radiographic projections with conical beam emission had already been used in the 1980s on prototypes for 'in vitro' examinations, on microTC systems for industrial use and on radiotherapy simulators supporting treatment plans. Only with NewTom, however, was it possible, in 1996, to create NewTom 9000, the first device allowing actual use on patients - revolutionising diagnostic techniques.

Even the name CBCT (Cone Beam Computed Tomography) was born on that occasion; previously, the prototype devices that we just mentioned were called 'Fluoroscopic Computed Tomography' systems.

"Compared to the first NewTom model launched 25 years ago - says Professor **Pierluigi Mozzo,** who filed the first patent for the CBCT technology developed by NewTom for dental-maxillofacial applications - *there has been both a technological evolution, which has led to using new components - such as the X-ray tube and better performing X-sensors, with a positive impact on image quality and shorter scanning times improving the quality/X-ray dose ratio - and continuous software improvements - which have led to the introduction of new examination protocols, a wider range of image 'processing' options, scanning in standard DICOM format*

and connection with RIS (Radiological Information System) and PACS (Picture Archiving and Communication System) tools. All this has helped to increasingly improve scanning quality and the overall service provided to patients."

Advantages

The new, better value, low maintenance, user friendly device has made immediately available to users three-dimensional 'imaging' functions, featuring higher resolution and lower X-ray doses compared to traditional CT scans, guaranteeing diagnostic accuracy combined with less invasive clinical tissue testing.
Additionally, also in consideration of the often difficult access to CT scans in large hospitals, thanks to the new machine equipped with optimised special software 3D radiological diagnostics has finally become an option for the dental care sector, too.

"The Cefla Group has innovation in its DNA - is the conclusion drawn by **Paolo Bussolari**, Cefla's General Manager - *and this is confirmed by its continuous investments in research and development, to come up with solutions capable of improving and supporting the work of clinicians, the many ongoing collaborations with top universities world-wide and scientific publications that each year confirm the excellence of Cefla Medical products. We can boast a long history of exchanges and collaboration with experts from all over the world. We want to continue to be innovators. In a future based on artificial intelligence, Cefla will play a key role in the application of algorithms capable of supporting clinicians who strive to improve even further, increasing diagnostic capacity and further reducing the X-ray dose administered to patients."*

Cefla

Cefla is a multi-business Italian group, founded in 1932 in Imola (Bologna) where it has its headquarters and several large manufacturing facilities world-wide. The Group is strongly established at international level and can rely on some thirty branches (of which about half are manufacturing facilities) in many countries. Cefla operates in specific business areas: ENGINEERING (plant engineering in the civil, industrial and energy sectors); FINISHING (machines and systems for coating, finishing and digital printing); MEDICAL EQUIPMENT (for the dental and medical sector); LIGHTING (specialising in the development of LED technologies). Cefla's strength stems from its founding principles: strategic vision and internationalization; investment in technology and innovation; capital and financial solidity driving its consistent growth trend. www.cefla.com

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