

BROCHURE COVERS

iTero®



DRIVEN BY INTUITION.
DEFINED BY PRECISION.
POWERED BY LOGIC.™

for Orthodontists

iTero®



DRIVEN BY INTUITION.
DEFINED BY PRECISION.
POWERED BY LOGIC.™

for Dentists

iTero®



DRIVEN BY INTUITION.
DEFINED BY PRECISION.
POWERED BY LOGIC.™

for Labs

iTero®



DRIVEN BY INTUITION.
DEFINED BY PRECISION.
POWERED BY LOGIC.™

for Surgeons

ORTHO BROCHURE



WHAT IS LOGIC?

iTero powered by Logic is more than an image, it's an impression. It's the intuitive operation and ease-of-use that's infused into our scanner. It's the sense of confidence that comes from offering your patients the utmost in digital precision. It's the efficiency and flexibility of open source imaging and streamlined workflow. And it's the inherent sense of satisfaction that comes with a beautifully completed case.

INTUITIVE INPUT, PRECISION OUTPUT

Every aspect of the NEW iTero imaging system has been engineered so that it's easy enough to master in a day or two, yet powerful enough to meet all your needs. It's simple...it's iTero powered by Logic.

THE UPSIDE OF A HIGH-TECH CHAIRSIDE EXPERIENCE

iTero eliminates all those outdated impression processes that cause you fits, and cause your patients to gag. In their place, iTero offers precision imaging that enhances accuracy and improves final outcome without the mess. Where traditional impressions can bubble, tear or distort, iTero eliminates the physical flaws that occur in as many as 40% of impressions.¹ iTero offers you the simplicity of a powder-free, single-person, point-and-capture procedure.



IMAGING MADE EFFORTLESS

The intuitive software and real-time digital display use voice prompts to talk you through each scan. Simple eraser and hole detection tools empower you to fine-tune your image prior to sending. This results in a precise orthodontic impression.

LOGICAL SOLUTIONS

- A more comfortable, impression-free experience
- ABO Discrepancy and post-treatment analysis with OrthoCAD®
- Patient Marketing Support

THE ROI IN ITERO

By reducing the costs and staff time associated with a physical impression, cutting retake appointments and decreasing doctor time spent evaluating Clincheck® set-ups, iTero gives you a tangible ROI from day one.³ But don't underestimate the growing value of a patient-to-patient referral. A recent study by the Levin Group suggested that patients whose impressions are taken with iTero are 63% more likely to refer a new patient to your practice⁴. Add in the way orthodontic patients (and their parents) chat about their experiences; you've got the opportunity to develop a significant referral stream.

With the lifetime value of an orthodontic patient compressed into an average 12-24 month window, word of mouth referrals are essential. iTero is the logical way to create a true point of differentiation between you and the competition.

While your costs will vary, here's an example of the tangible benefits of iTero intraoral imaging.

7x FEWER
ALIGNER FIT ISSUES²



THE NEXT LOGICAL STEP

The completion of your scan is just the start of what iTero does for you. Unlike other systems that dictate your post-scan options, iTero puts you in control with the workflow selections that suit you best. Our open source image file can be used by CAD/CAM equipped labs (or practices) and iTero models can be used by every lab. Because giving you the ability to choose is the ultimate expression of logic.



SAVINGS AS EARNINGS

Eliminating PVS Retakes	\$44.45 Per Retake ⁵
Reducing Digital Model Expense	\$19.95 Per Digital Record ⁶

INVISALIGN REFERRALS AS REVENUE

Average iTero/Invisalign generated referrals	2/month ⁷
Average value of a New Invisalign patient	\$3,451
Average yearly value	\$82,824



If you're sold on digital impressions, our features will impress you and your staff:

FEATURES THAT IMPRESS

Integrates with Invisalign	Yes
Powder Required	No
Scanning Technique	Wand can hover or rest on teeth
Operation	One-hand scanning by a single operator
Centralized Model System	Printed Models Available
Compatibility	Open STL file can be used with any lab with an open CAD/CAM system



ITERO FOR INVISALIGN PRACTICES

If you're an Invisalign provider, or are planning on becoming one, then iTero intraoral imaging is a natural fit. Invisalign cases started with an iTero scan experience seven times fewer fit issues than those started with a traditional impression.⁸ By eliminating shipping delays, ClinCheck® treatment plans using iTero scans typically are posted 50% faster than for cases using PVS impressions.⁹ Not only that, impressions generated with iTero have 10X fewer rejections compared to PVS based impressions.¹⁰ Best of all, your Invisalign patients will be sure to share their "gag free" experience with friends, family and colleagues.

A LOGICAL TOOL FOR PATIENT COMMUNICATION

Leverage your iTero scanner as a chair-side platform for enhanced patient communication, education and acceptance of Invisalign treatment. With the Invisalign Outcome Simulator it's easy to show your patient the benefits of Invisalign treatment.

- Simulated outcome starts with an iTero scan and may be run chair-side on your iTero scanner or in a consult room using your computer via myalignntech.com
- A dual view layout shows the patient's current dentition next to their simulated final position
- Intuitive tools allow real-time refinements to the simulated outcome

DIGITIZED ORTHODONTIC WORKFLOW OPTIONS

iTero's digitized workflow affords you a great deal of flexibility. Whether it's an Invisalign case, traditional orthodontics, appliance or retainer, you can select the workflow option that's best for each individual case.



iTero®

www.itero.com

WHAT IS LOGIC?

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Align Technology, Inc.
2560 Orchard Parkway
San Jose, California 95131

iTero®

www.itero.com

Align Technology, Inc.
2560 Orchard Parkway
San Jose, California 95131

Align Technology, Inc. designs, manufactures, and markets Invisalign, a proprietary method for treating malocclusion. The Invisalign product family includes Invisalign, Invisalign Teen, Invisalign Assist, Invisalign Express, and Vivera Retainers. Cadent Holdings, Inc. is a subsidiary of Align Technology and is a leading provider of 3D digital scanning solutions for orthodontics and dentistry.

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ORTHO AD

DRIVEN BY INTUITION.
DEFINED BY PRECISION.



When it comes to patient satisfaction and orthodontic accuracy, nothing impresses like the new iTero intraoral scanner. From the simplicity of our click-to-capture software, the comfort of our digital imaging procedure to the time, money and space efficiencies of a digitized workflow, iTero elevates your practice above the competition. Whether you're inspired or intrigued by the latest technology, iTero is the intelligent choice.

iTero®

DENTIST (GP) AD

DRIVEN BY INTUITION.
DEFINED BY PRECISION.



When it comes to restoration accuracy, nothing impresses like the new iTero intraoral scanner. From the simplicity of our click-to-capture software, the comfort of our digital imaging procedure to the time, money and space efficiencies of a digitized workflow, iTero elevates your practice above the competition. Whether you're inspired or intrigued by the latest technology, iTero is the intelligent choice.

iTero®

PROMOTIONS X 4

iTERO® AND iOC® PROMOTION
FOR INVISALIGN® PROVIDERS

iTero®



NO CHARGE
INVISALIGN COURSE

Now through December 31, 2012 purchase the iTero Digital Impression System, iOC Digital Orthodontic System, or Dual iTero/iOC System and be eligible to attend an Invisalign Training Course at no charge.

Course options consists of any available \$199 course from the following list for existing customers where seating is available:

- Practice Integration Seminar,
- Patient Acceptance Workshop,
- Clear Essentials I, Clear Essentials II,
- Clear Principles, or Clear Techniques.

iTERO® AND iOC® PROMOTION
FOR INVISALIGN® PROVIDERS

iTero®

DOCTOR NAME

PRACTICE NAME

ADDRESS

CITY

STATE

ZIPCODE

TELEPHONE

EMAIL

iTERO/iOC SYSTEM PURCHASED

iTERO

iOC

DUAL iTERO/iOC

INVISALIGN PROMOTION SELECTED

NO CHARGE \$199 TRAINING COURSE

CLINICIAN SIGNATURE

ALIGN REPRESENTATIVE SIGNATURE

DATE

OFFICE TRAINING DATE

SYSTEM TRAINING DATE

TERMS AND CONDITIONS

1. Any eligible doctor who is not in good standing with Align Technology, Inc., as solely determined by Align Technology, is not eligible for this promotion.
2. Eligible customers who purchase an iTero Digital Impression System, iOC Digital Orthodontic System, or the Dual iTero/iOC Digital Impression System between April 1, 2012 and December 31, 2012 qualify.
3. Eligibility for the promotion benefits begins after the System has been installed.
4. Within 30 days of System installation eligible customers will receive information regarding course attendance at no charge.
5. Only practices in North America are eligible.
6. Doctor has responsibility to report the benefit from the promotion to any federal or state healthcare program that may provide reimbursement.
7. Align Technology reserves the right to modify or terminate the promotion at any time.
8. This promotion can be combined with the Align Financing Promotion, multiple system discount, and iTero / iOC tradeshow and event promotion.
9. Void where prohibited.

iTERO® AND iOC® PROMOTION
FOR INVISALIGN® ELITE PROVIDERS



**TWO FREE
INVISALIGN CASES
(\$3398 VALUE)**

Now through December 31, 2012 purchase the iTero Digital Impression System, iOC Digital Orthodontic System, or Dual iTero/iOC System and receive two free Invisalign cases.

- Approximate Invisalign case value up to \$3,398 (Estimated patient revenue \$10,000 - \$12,000¹)
- Includes Invisalign Full, Invisalign Assist, or Invisalign Teen cases

¹ Based on average patient Invisalign treatment fee of \$5,000 to \$6,000.

iTERO® AND iOC® PROMOTION
FOR INVISALIGN® ELITE PROVIDERS



DOCTOR NAME

PRACTICE NAME

ADDRESS

CITY

STATE

ZIPCODE

TELEPHONE

EMAIL

iTERO/iOC SYSTEM PURCHASED

iTERO iOC DUAL iTERO/iOC

INVISALIGN PROMOTION SELECTED

ELITE CLINICIAN/2 FREE CASES

CLINICIAN SIGNATURE

ALIGN REPRESENTATIVE SIGNATURE

DATE

OFFICE TRAINING DATE

SYSTEM TRAINING DATE

TERMS AND CONDITIONS

Terms and Conditions Apply — Effective Period: July 1, 2012 through December 31, 2012.

1. Eligibility for the promotion benefits begins after the System has been installed.
2. Eligible customers who purchase an iTero Digital Impression System, iOC Digital Orthodontic System, or Dual iTero/iOC System between July 1, 2012 and December 31, 2012 qualify.
3. Within 30 days of System installation, trained Invisalign Elite providers in good standing receive two free Invisalign Full, Invisalign Assist, or Invisalign Teen case treatments. Case must be ClinCheck approved within 180 days of System installation to qualify for discount.
4. Cases are discounted based on order of submission; customers do not select cases eligible for promotion.
5. Only practices in North America are eligible.
6. All Invisalign cases submitted under this promotion will count toward doctor's case history for Invisalign Advantage
7. Program qualification for Advantage members in good standing. The discounted cases submitted under this promotion are not eligible for inclusion in the Volume Rebate program.
8. Doctor has responsibility to report the discount under the promotion to any federal or state healthcare program that may provide reimbursement.
9. Void where prohibited.
10. Any eligible doctor who is not in good standing with Align Technology, Inc., as solely determined by Align Technology, is not eligible for this promotion.
11. Align Technology reserves the right to modify or terminate the promotion at any time.
12. Invisalign Elite status is based on Invisalign Advantage Status at time of order placement.
13. This promotion can be combined with the Align Financing Promotion, multiple system discount, and iTero/iOC tradeshow and event promotion.

iTERO® AND iOC® PROMOTION
FOR NON-INVISALIGN® PROVIDERS



FREE INVISALIGN
NEW PROVIDER TRAINING
(\$1995 VALUE)

Now through December 31, 2012 purchase the iTero Digital Impression System, iOC Digital Orthodontic System, or Dual iTero/iOC System and receive FREE Invisalign New Provider Training which includes up to 40% off your first 3 cases.

- Includes Tuition for Doctor and up to 8 team members (\$1,995 value)
- Case Discounts apply to first 3 Invisalign Assist cases for GP training (\$2,100 value) and Invisalign Full cases for Ortho training (\$1,667 value)

iTERO® AND iOC® PROMOTION
FOR NON-INVISALIGN® PROVIDERS



DOCTOR NAME

PRACTICE NAME

ADDRESS

CITY

STATE

ZIPCODE

TELEPHONE

EMAIL

iTERO/iOC SYSTEM PURCHASED

iTERO

iOC

DUAL iTERO/iOC

INVISALIGN PROMOTION SELECTED

FREE INVISALIGN NEW PROVIDER TRAINING

CLINICIAN SIGNATURE

ALIGN REPRESENTATIVE SIGNATURE

DATE

OFFICE TRAINING DATE

SYSTEM TRAINING DATE

TERMS AND CONDITIONS

Terms and Conditions Apply — Effective Period: July 1, 2012 through December 31, 2012.

1. Eligibility for the promotion benefits begins after the System has been installed.
2. Eligible customers who purchase an iTero Digital Impression System, iOC Digital Orthodontic System, or the Dual iTero/iOC Digital Impression System between July 1, 2012 and December 31, 2012 qualify.
3. Within 30 days of System installation, customers who are not Invisalign trained will receive access to register for a Clear Essentials I or Clear Principles training course at no cost. Travel required on the part of the doctor or practice is not reimbursed and is the responsibility of the doctor or practice. Course must be taken within 12 months of system installation. Case discounts associated with training completion apply. To be eligible for discount, cases must be
4. ClinCheck accepted within 90 days after course attendance. Training discount not valid for training events that are co-sponsored.
5. Only practices in North America are eligible.
6. Doctor has responsibility to report the discount under the promotion to any federal or state healthcare program that may provide reimbursement.
7. Void where prohibited.
8. Any eligible doctor who is not in good standing with Align Technology, Inc., as solely determined by Align Technology, is not eligible for this promotion.
9. Align Technology reserves the right to modify or terminate the promotion at any time.
10. This promotion can be combined with the Align Financing Promotion, multiple system discount, and iTero / iOC tradeshow and event promotion.

iTERO® AND iOC® PROMOTIONS Q4 2012 FINANCING



The following financing promotions are available through Align Technology approved third party financing companies from October 1, 2012 through December 31, 2012. To take advantage of one of these financing options complete the promotion form along with the Sales Order Agreement.

36 MONTH AT 0%
48 MONTHS AT 3.99%
60 MONTHS AT 6.59%

SAMPLE MONTHLY LEASE PREMIUMS

iTero \$26,500 System	
36 Months at 0%	\$736/Month
48 Months at 3.99%	\$598/Month
60 Months at 5.49%	\$506/Month
iTero \$30,000 System	
36 Months at 0%	\$833/Month
48 Months at 3.99%	\$677/Month
60 Months at 5.49%	\$573/Month
Dual iTero / iOC \$35,000 System	
36 Months at 0%	\$972/Month
48 Months at 3.99%	\$790/Month
60 Months at 5.49%	\$668/Month
Dual Unlimited iTero / iOC \$39,000 System	
36 Months at 0%	\$1083/Month
48 Months at 3.99%	\$880/Month
60 Months at 5.49%	\$744/Month
iOC \$32,000 System	
36 Months at 0%	\$888/Month
48 Months at 3.99%	\$722/Month
60 Months at 5.49%	\$611/Month
iOC \$55,000 System	
36 Months at 0%	\$1527/Month
48 Months at 3.99%	\$1241/Month
60 Months at 5.49%	\$1051/Month

(*Sample Monthly Lease Premium does not include taxes required for US customers and does not include transfer tax and shipping charges for Canadian customers. These charges will be part of your total purchase price and will be reflected on your billing statement.)

iTERO® AND iOC® PROMOTION FOR NON-INVISALIGN® PROVIDERS



DOCTOR NAME

PRACTICE NAME

ADDRESS

CITY

STATE

ZIPCODE

TELEPHONE

EMAIL

FINANCING PROMOTION SELECTED

 0% FOR 36 MONTHS

 3.99% FOR 48 MONTHS

 5.49% FOR 60 MONTHS

CLINICIAN SIGNATURE

ALIGN SALES REPRESENTATIVE SIGNATURE

DATE

OFFICE TRAINING DATE

SYSTEM TRAINING DATE

TERMS AND CONDITIONS

1. Terms and Conditions: Customers must receive credit approval from an Align Technology approved third party financing partner to qualify for the 0%, 3.99% or 5.49% financing promotion. Align approved third party financing companies include Highland Capital Corporation (US) and Direct Capital Corporation (Canada and US).
2. See lease agreement for complete leasing terms and conditions as provided by the third party lender.
3. Void where prohibited.
4. Any eligible doctor who is not in good standing with Align Technology, Inc., as solely determined by Align Technology, is not eligible for this promotion.
5. Align Technology reserves the right to modify or terminate the promotion at any time.
6. Only practices in North America are eligible.
7. Promotion Valid October 1, 2012 through December 31, 2012.
8. This promotion can be combined with the multiple system discount, Invisalign Non-Provider Promotion, Invisalign Elite Provider promotion, and the iTero/iOC Tradeshow and Event promotion.

