



A fitting way to **VIEW THE PRACTICE OF THE FUTURE**

You step into the practice, and turn your head to glance past the reception desk. You look the other way, and see the hallway leading back to the operatories.

Sounds like any other experience at thousands of dental offices nationwide, right? The only difference is this practice is virtual, and you're wearing the Oculus Rift virtual reality headset.

Thanks to a new effort of Patterson Dental's DesignEdge office design platform, that virtual reality is an actual reality today. The technology has been released, and will be available at all of the major dental conferences this spring.

"We're going to use this tool to change the way we design and the way doctors and team members experience a practice's design," said Mike Stark, corporate design manager at Patterson. "DesignEdge already offers 3D office design software, and now we're introducing the next step."

With a two-dimensional design layout or a three-dimensional design rendering, you can get an idea of how a practice will



STEP INTO A VIRTUAL PRACTICE

DesignEdge from Patterson Dental now has a virtual reality option that enables you to actually walk through a dental practice instead of simply viewing a two-dimensional layout or three-dimensional rendering. So, how does it work?

You enter the 3D virtual practice the moment you put on the Oculus Rift headset. As you turn your head, your view changes, just as though you were glancing around the room.

In your hands, you have a video game controller – this enables you to walk through rooms and throughout the practice, changing your perspective. See a piece of equipment you'd like to learn more about? Just select it and information pops up. Want to see what's behind a certain door? Open it. It's the most realistic way to view a practice, without actually being in one.

> **Visit pattersondental.com to learn more about DesignEdge.**

look. But you can't truly be in the space, see how it feels to walk down the halls, and turn into an operator to see your actual equipment.

Eventually, as virtual reality (VR) technology becomes more integrated into DesignEdge, Patterson will be able to offer a customized VR experience. Through that experience, doctors and team members will be able to walk through a 3D rendering of their own new or remodeled practice, true to scale and with their desired equipment and technology.

"There are a variety of ways we'll be able to use this, but most importantly, you'll be able to truly experience a practice before you make the investment," said Nate Hill, principal architect, systems and development. "It's the perfect fit with our DesignEdge platform, through which we continue to find new ways to see what it feels like to be in a new space."

Currently, the DesignEdge VR experience features a sample practice to introduce the platform to dental professionals. It has already been featured at the American Dental Association Annual Meeting.

TO CONNECT WITH PATTERSON AND SEE THE FIRST VR PRACTICE, VISIT US AT ONE OF THESE TRADE SHOWS IN 2016:

Yankee Dental Congress | January 28-30
Boston Convention & Exhibition Center, Boston, Mass.

Chicago Dental Society Midwinter Meeting | February 25-27
McCormick Place West Building, Chicago, Ill.

Thomas P. Hinman Dental Society | March 17-19
Georgia World Congress Center, Atlanta, Ga.

California Dental Association – Spring | May 12-14
Anaheim Convention Center, Anaheim, Calif.

American Academy of Orthodontics Annual Session
April 29-May 3 | Orange County Convention Center, Orlando, Fla.

California Dental Association – Fall | September 8-10
Moscone Center, San Francisco, Calif.

ADA 2016 | October 20-22
Colorado Convention Center, Denver, Colo.

Greater New York Dental Meeting | November 27-30
Jacob K. Javits Convention Center, New York, N.Y.