



## Sensors Help Dental Patients Improve Tooth Brushing Habits

BURLINGTON, VERMONT, USA; May 12, 2010: **Oralinsights Ltd.** ([www.oralinsights.co.uk](http://www.oralinsights.co.uk)) has launched an innovative new learning aid to help patients improve dental health. The laptop-based system combines position sensors and visualization software to provide patients with instant 3D feedback of brushing behavior. Effective toothbrushing improves oral health and reduces gum disease.

Click here to [WATCH THE VIDEO](#) of how it works.



Image Courtesy Oralinsights Ltd.

**Oralinsights is a new interactive aid to help improve dental health. It is designed to motivate improved brushing behavior. The portable laptop system uses Ascension sensors to track jaw and toothbrush motions relative to a 3D image of the patient's dentition.**

minute session, patients are given visual feedback of performance as seen on a teeth model as well as a personal toothbrushing report and map of "plaque hotspots".

Ascension and product developer, Unilever Home and Personal Care, have been collaborating on the development and testing of the new product since 2006. The product rationale lies in the known link between dental health and plaque levels within the mouth. Since tooth brushing is the most widely recommended and practiced method of removing dental plaque and controlling dental disease, it follows that better brushing habits are an important ingredient in maintaining good oral hygiene. In a ten-

Unilever has conducted a number of studies that show the educational system is effective in motivating patients to improve tooth-brushing techniques and increase the amount of time brushing in target areas. Test patients have highly rated the approach, calling it a “modern, professional, and motivating” way to produce positive results in a short time.

The sensors close the link between positioning the toothbrush in the mouth and the patient’s dentition. They instantly track the position, orientation, and motion of the toothbrush relative to each tooth in the patient’s mouth. Ascension’s new lightweight, compact transmitter is mounted in a holder on the backside of the headset to minimize the system’s footprint. Data is recorded for later analysis and presentation.

### **About Ascension**

**Ascension Technology Corporation** is a global leader in magnetic 3D localization and guidance for medical and biomedical procedures. Its third generation magnetic sensors represent the key enabling technology for image-guided procedures. More information about Ascension trackers along with streaming video of medical applications is available at [www.ascension-tech.com](http://www.ascension-tech.com).

### **About Oralinsights Ltd.**

**Oralinsights** is a company registered in the United Kingdom with the mission of lowering health care costs in the dental field by applying computer-assisted technology to the prevention of cavities and loss of teeth. For more information, contact Richard Thomas at: [richardt@oralinsights.co.uk](mailto:richardt@oralinsights.co.uk)

*This procedure is an example of what can be accomplished with 3D tracking and imaging technology in compliance with regulatory directives.*

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