



**DIO**

**COMPANY  
INTRODUCTION**





# : CONTENTS

## Our Business

- 3 CEO Message
- 5 Management Philosophy
- 7 History
- 9 Organization Chart
- 10 R&D Center ·  
Global Manufacturing Facilities
- 11 Social Contribution Activities
- 13 Intellectual Property Rights
- 15 DIO Core Technologies
- 17 Global DIO

## Systems & Solutions

- 20 DIO Systems Overview
- 21 DIO's Future Roadmap
- 23 Product Information

## Marketing & Promotion

- 40 Marketing Activities
- 41 Education
- 43 Seminar
- 45 Exhibition
- 47 TV Ads · Print Advertising
- 48 Social Media
- 49 Global Network



DIO Corporation (HQ)

DIO USA



DIO Seoul Center





## : CEO Message



DIO's  
philosophy is to  
**‘Work for People,  
toward Humanity’**

We set out a vision to be the digital dentistry leader, and established the 2025 Strategy to achieve this vision.

We continue to grow stably with our steadfast beliefs, strategic decision-making system, and advanced technology. In particular, we proved our world class strength in the field of digital dental care, which we continue to uncover new application after another, including digital guided implants, digital edentulism solution, UV implant, digital orthodontics, and digital restoration.

Our goal is clear. The digital innovation we achieve should eventually “work for people, toward humanity.” To make everyday life more special for both patients and dental care providers, and for the better life of mankind, DIO will continue our innovation and progress of digital dentistry.

DIO Corporation  
Chairman **Kim Jin-Chul**

We will  
**Lead Digital Dentistry  
with change and  
innovation.**



For the past 33 years, we have been pushing ourselves to make this world a better place. For the next 30 years, we will continue to find and do what DIO can do best to create more values to the world. Now, innovation is taking place in all areas of dentistry along with the paradigm shift to digital.

DIO is poised to drive this innovation and achieve a super-gap in technology in digital dental care, based on continuous investment and research on the convergence of IT and artificial intelligence into complete digital dentistry.

As the leader in digital dentistry, we promise to strive so our reputation of innovative technology will reach globalwide beyond Korea. Thank you.

DIO Corporation  
CEO **Kim Jin-Baek**

# : Management Philosophy

## DIO VISION

The center of high technology,  
a company that makes a better world

'DIO technology puts humanity first'  
Our sustainable innovation will make  
everyone's life happier.



DIO, leading with  
innovative technology.

### Innovation

DIO will upgrade core technologies and  
secure the cornerstone of new growth drivers  
based on continuous investment in R&D.

DIO, at the frontier of  
digital dentistry.

### Leader

We focus on continuous R&D, to be the most  
advanced dental company in the world with  
the best technology in the world.

DIO, building trust  
with customers.

### Trust

We take commitment to customers seriously  
to nurture trust from our customers. We try to  
build an ecosystem in which we can evolve  
through cooperation with our customers.

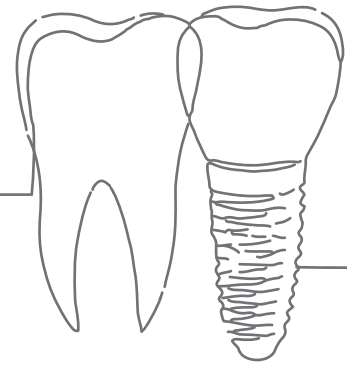
DIO, moving on  
to a better tomorrow.

### First Mover

We will be the first to adopt innovative  
technologies that can take us to the next level.



# : HISTORY



## 1988 - 2005

- 1988 · Established 'East-West Machinery Corporation'
- 1990 · Selected as 'Promising small and medium-sized enterprises' by Industrial Bank of Korea
- 1994 · Selected as a 'Promising Advanced Technology Company' by the Ministry of Trade, Industry and Energy
- 1995 · Obtained German 'GS' / European 'CE' certification  
· Awarded the Export Master's Commendation (\$1 million Tower)
- 1997 · Obtained 'ISO 9001' certification
- 1998 · Obtained 'EM' certification for the superior quality of technology
- 1999 · Awarded the Export Master's Commendation (\$5 million Tower)
- 2000 · Company name changed to DSI Co., Ltd.  
· Established DIO China  
· Went public on KOSDAQ Securities Market  
· Awarded Prime Minister's Commendation
- 2002 · Selected as the "World's First-Class Product Manufacturer" by the Ministry of Trade, Industry and Energy  
· Launched dental implant business
- 2003 · Received President's Award for Development of Outstanding Capital Goods
- 2005 · Obtained ISO 123485 certification  
· Established DIO Vietnam

## 2006 - 2010

- 2006 · Signed a joint medical device development agreement with Biosteel Medical, Germany  
· Established DIO Thailand and DIO Australia  
· Obtained USA 'FDA' approval
- 2007 · Established Beijing D.S.I Science & Trade Co. Ltd.  
· Obtained KGMP certification
- 2008 · Company name changed to DIO Implant Co., Ltd.  
· Established DIO Mexico
- 2009 · Obtained patent for coronary stents  
· Announced 1 million USD donation to Korean Dental Association  
· Reconized as a leading business in Busan City  
· Obtained China 'SFDA' certification for SM Implant
- 2010 · Launched exclusive domestic marketing of Biomatrix stents  
· Launched Narrow Implant System  
· Launched domestic marketing of iTero intraoral scanner  
· Launched I-Fit Customized Abutments  
· Received Commendation from the Minister of Knowledge Economy for Revitalizing Local Investment  
· Awarded by the Minister of Knowledge Economy at the 40th Korea Precision Industry Congress

## 2011 - 2017

- 2011 · Launched UV Active surface treatment  
· Launched UF Implant System  
· Selected as Top Business with Quality Competitiveness by the Ministry of Knowledge Economy
- 2012 · Launched domestic marketing of TRIOS intraoral scanner  
· Launched HSA surface treatment  
· Launched 'Trione', DIO's first digital solution  
· Established overseas subsidiaries in USA, China, Japan, Mexico, Taiwan, Hong Kong, Australia
- 2014 · Acquired patent for 'DIONavi', Digital Implant System  
· Established employee stock ownership plan  
· Awarded the Export Master's Commendation (\$20 million Tower)
- 2015 · Selected as World Class 300 Business
- 2016 · Launched SMARTnavi.  
· Launched DIO Digital Academy (DDA)  
· Signed MOU on multilateral joint research between partners in 9 countries
- 2017 · Launched DIO Ortho navi., digital calibration system

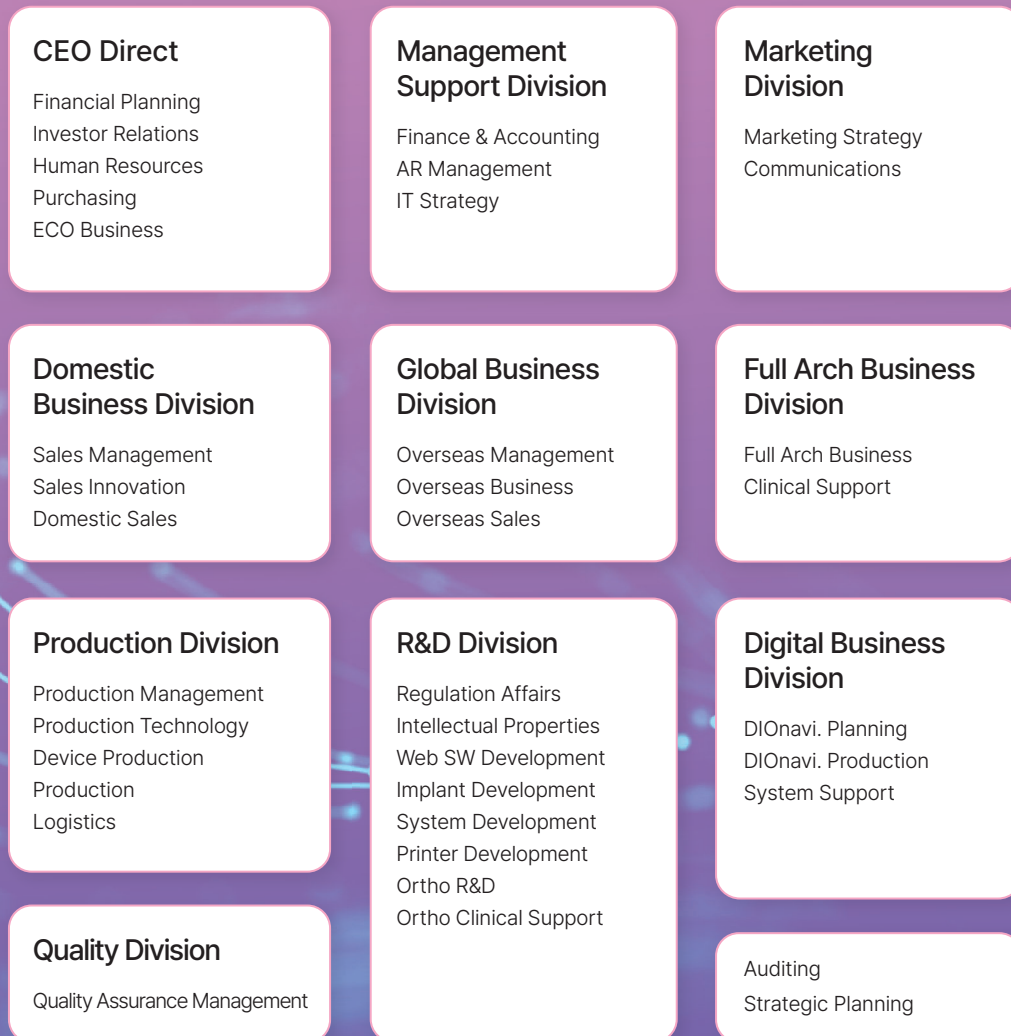
## 2018 - 2021

- 2018 · Launched DIO PROBO, dental 3D printer  
· Launched 3D Printing Materials (C&B, SG, Cast, Model, Denture)  
· Launched UV Activator  
· Launched DIONavi. Full Arch, Digital Implant System for edentulous patients  
· Launched NYU DIO Digital Academy
- 2019 · Acquired WhiteCap Institute, USA  
· Launched UV Activator2 (Won iF Design Award, one of top 3 world design competitions)
- 2020 · Launched DIONavi-P. MAX, 3D Printing Material for final restoration  
· Launched DIO Ortho navi. Clear Aligner, Digital Clear Calibration System
- 2021 · Launched DIO Ecosystem, digital prosthetic treatment system  
· Launched 3D Printer DIO PROBO Z  
· Completed DIO Digital Platform  
· Surpassed 500,000 hole mark for accumulated DIONavi. implantations



# : Organization Chart

We intend to build a corporate culture that pursues transparent and fair management, efficient organizational operation, and innovation. Our organizational structure revolves around R&D and customer support functions for superior digital dental technology and customer satisfaction



## Management Philosophy

- Humanity first
- Technological innovation

## Management Policies

- Customer satisfaction
- Global competitiveness
- Quality Management

## Medium and Long-term Strategy

- Achieve overwhelming superiority of digital dentistry technology.
- Strengthen global operational capabilities and establish local management system.
- Expand market reach from implant to diagnosis and prosthetic treatment

# : R&D Center · Global Manufacturing Facilities

Our objective is to create valuable products and services that can make peoples' lives better, by stable growth into a blue chip company, and securing better technologies. We have opened international production facilities in 12 countries to localize product supply and establish global R&D capabilities, and we are maximizing open innovation by active collaboration with world-class technological partners around the globe.



## Main Research Topics for DIO Research Center

We focus on developing advanced technologies for the future of the dental community such as ECO CAD Software, Auto Planning and Robotics, as well as DIO's core technologies and products such as implant systems, 3D printer and materials, digital edentulous implant systems, and digital calibration systems.



### Location

Headquarter: 66 Centum-seoro, Haeundae-gu, Busan  
 DIO Seoul Center: 41 Magok Central 2-ro, Gangseo-gu, Seoul



## : Social Contribution Activities

In line with our philosophy "work for people, toward humanity," we run various social contribution projects including grants, volunteering, community activities, and art & culture sponsorship.

### Special Moments

- 2008** Sponsorship for the Children's Foundation  
Donation to Namguang Social Welfare Center
- 2009** Blood Donation Event
- 2010** Sponsorship for the Borderless Village, nonprofit organization  
Sponsorship for Ulsan Hanmaeum Welfare Foundation  
Sponsorship for the Children's Foundation  
Medical expense support for members of Busan Disability Credit Union
- 2019** 10 year pledge to sponsor the Social Contribution Fund for the Korean Dental Association
- 2021** Annual donation for Korea Welfare Association for Occupational Disability (Since 2012)  
Annual donation for Munhwa Foundation for the Disabled (Since 2016)



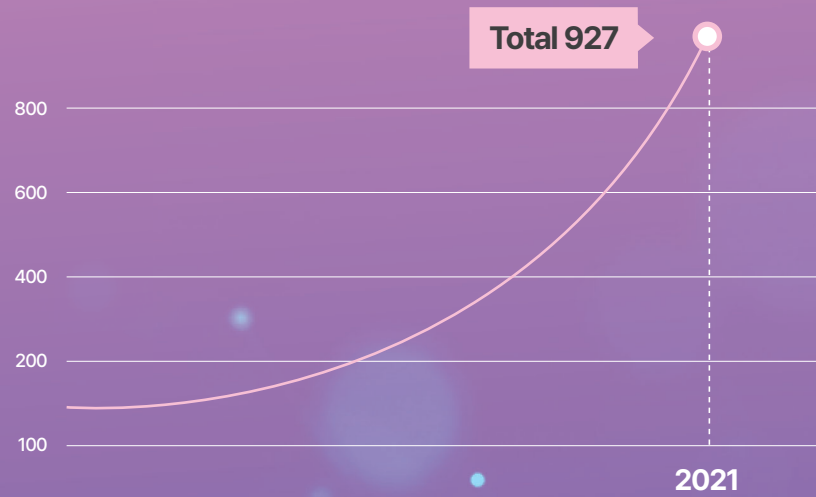


# : Intellectual Property Rights

We believe in disruptive innovation that benefits the world with technologies and applications never seen before. We continue to introduce the world's first and best technologies for safer and more convenient digital dental care.

## Intellectual Property Rights

We own numerous intellectual property rights including various technologies, patents, utility models and designs.



## Intellectual property rights as global strategy

**Digital dentistry is a mega trend that will inevitably change entire field of dental treatment.**

As future is nearing us, we have been taking necessary steps to create steady performance. In order to drive the transformation of digital dental care beyond imagination and into our reality, we focus on developing high-tech technologies such as Artificial Intelligence and Big Data, and continue to showcase these new technologies.

We have secured 927 intellectual property rights (as of November 2021) to proactively prepare core technologies and solutions that exceed market expectation.

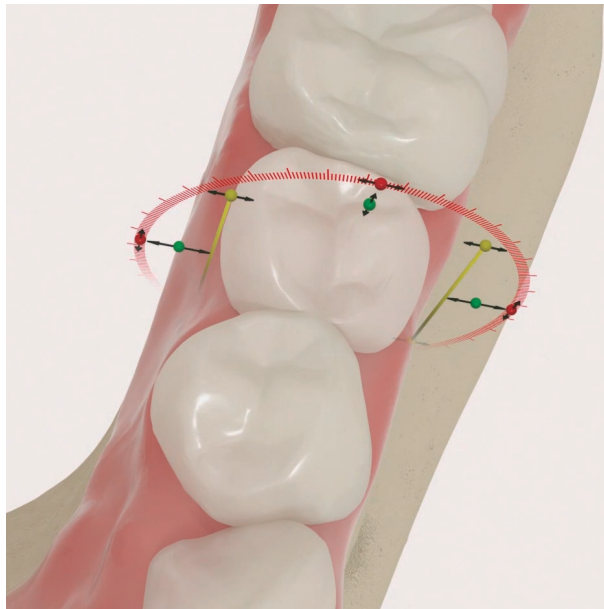
We will continue building a strong portfolio of valuable patents with wide applicability and commercial potential.





## : DIO Core Technologies

### The first full-digital implant treatment system DIONavi. Flapless Guide System



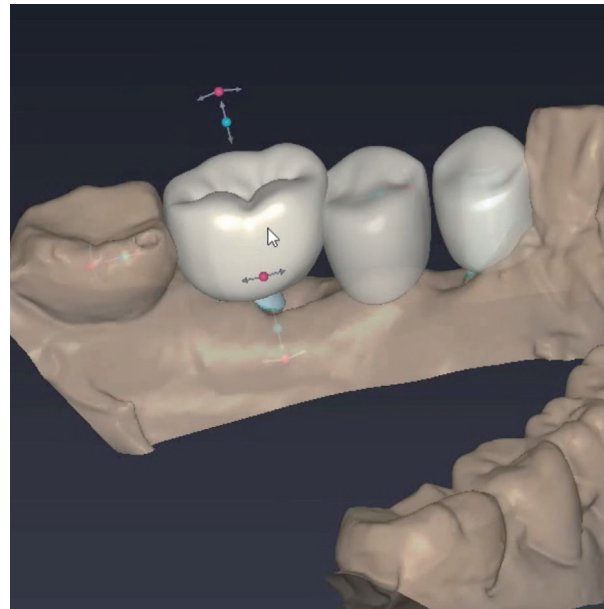
Painless and accurate implant is the holy grail for both patients and operators while the conventional surgery was constrained by the physical nature of the workflow.

We finally introduced DIONavi. system in 2014, the first and best method of its kind to apply digital data throughout the entire treatment process. Then we went on to launch digital treatment solution for edentulism in 2018.

Dubbed as DIONavi. Full Arch., this ground breaking solution solved the complexity of the impression acquisition process that is integral part of the conventional workflow. With the unmatched precision and quick and easy restoration process, DIONavi. Full Arch opened a new era of treating edentulism.

As of July 2021, more than 500,000 implants have been placed with DIONavi. with cutting-edge technology that is ahead of the times. We will continue to innovate and change the world as the leader of digital dentistry.

### Your first digital prosthetic treatment system DIO Ecosystem



The combined technology of big data and artificial intelligence will be the future of prosthetic treatment.

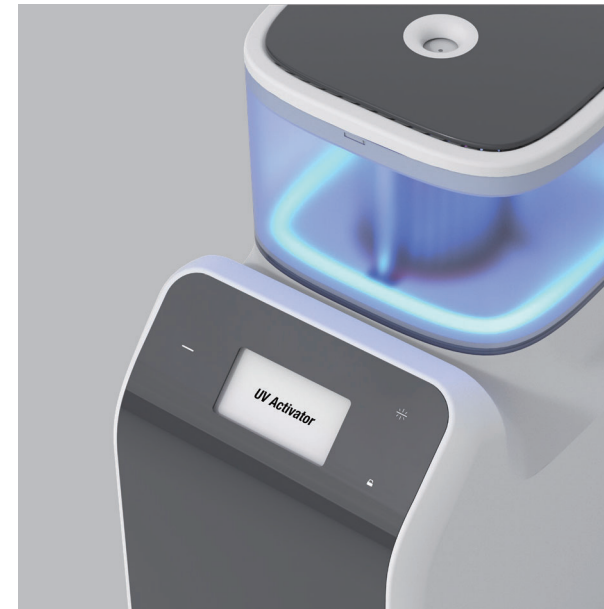
In 2021, we introduced DIO Ecosystem that completes entire prosthetic workflow from scanning to design, 3D printing, and final prosthetic fabrication in just one hour.

DIO ECO CAD software, which enables anyone to design crowns in easy, light, and convenient setting, DIO PROBOZ, which boasts 16% faster speed and margin of error within  $\pm 50 \mu\text{m}$ , and DIONavi-P.MAX, a state-of-the-art aerospace material. All of these technologies that make up the DIO Ecosystem are the pinnacle of prosthetic technology itself.

Higher precision, easier design, unmatched speed.

DIO offers a special dental experience that offers comfort to both operators and patient.

### Clinically proven hydrophilicity UV Implant & UV Activator

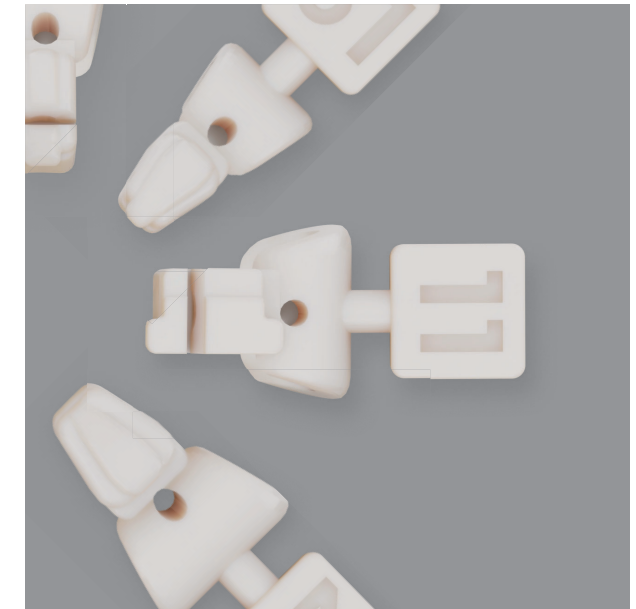


The hydrophilicity of the titanium surface is a notoriously difficult property to obtain that can boost osseointegration of implants, because it took a long period of UV irradiation time to see a meaningful photocatalytic effect on the titanium surface. However, in 2019, we again surprised the dentistry world by introducing UV Activator2, a surface treatment system that induces photocatalytic effect on implant surface with just 20 seconds of UV irradiation. The all-new 360° cylindrical form factor and high power increased the absorption rate of UV rays by thoroughly irradiating the titanium surface, achieving superior hydrophilicity in such short amount of time and still dramatically boosting osseointegration.

Our unique double-layer packaging allows UV irradiation without opening, for easier usage and to prevent even the slightest chance of contamination.

UV Activator2 has already proven its technical superiority through numerous studies and clinical cases. As the next-generation surface treatment system that dramatically elevates the chairside treatment, it is set to accelerate our course for future growth and innovation.

### World's First 3D Printed Lingual Brackets



3D printing technology in the past has been lacking in the level of precision to fabricate small and delicate products such as orthodontic brackets.

However, after dedicated research, we finally succeeded in developing the world's first Double-Wire 3D printed brackets with patient-tailored 3D printing technology, providing a top quality orthodontics solution that is deserved for precise 3D diagnostics.

Our 3D printed brackets use a patented Positioning Template technology based on DIO's accumulated Big Data to optimize bracket attachment positions. In particular, the Indirect Bonding Jig helps quick, easy and accurate bracket attachment.

Countlessly featured in globally respected journals, the 3D Printed Linguistic Brackets have been noted worldwide for its technological excellence.

<3D Printed Lingual Brackets> is another core power of DIO to lead the digital orthodontics market.







# Systems & Solutions

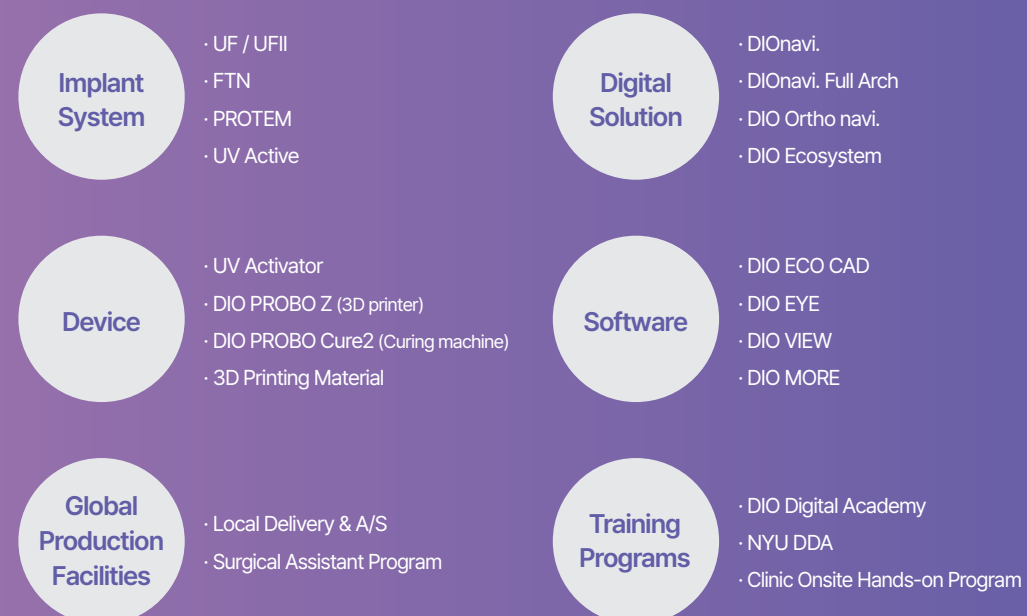
- DIO's Future Roadmap
- DIO Systems Lineup
- Product Introduction

## DIO Systems Lineup

DIO is a rising star leading the front of digital dentistry.

Our progress toward a better life for humanity around the world, from products, solutions, education and services, will continue in line with the unique technology and digital transformation paradigm through constant research and development.

**DIO Systems combines  
DIO's own development, technology and services**





# : DIO's Future Roadmap

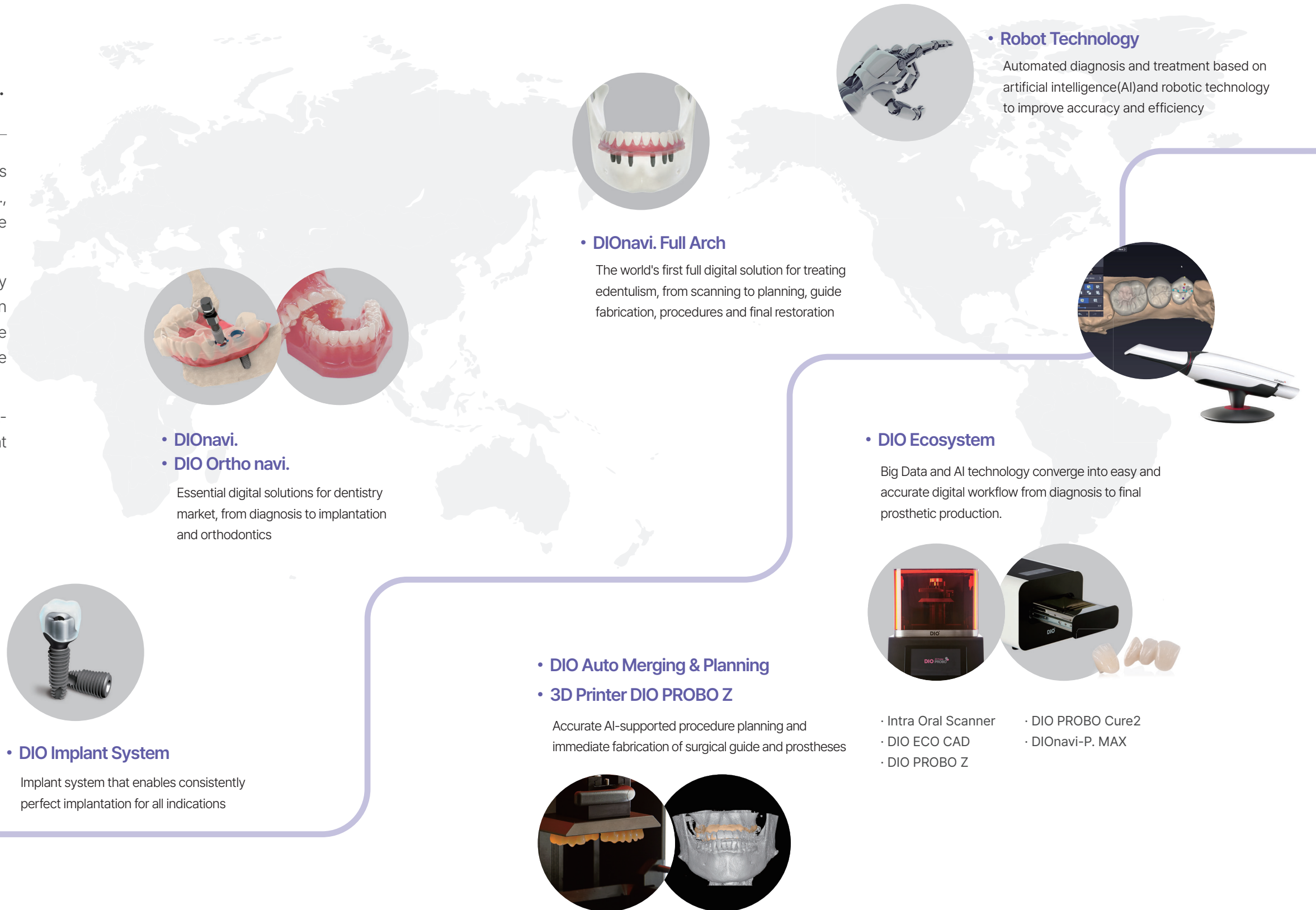
Your Faithful Partner of Digital Innovation

We seek people's happy and healthy lives complemented by the most advanced digital technologies.

We consider the pioneering technologies such as artificial intelligence(AI), robotics, 3D printing, etc., as the keys to the digital transformation of the healthcare sector.

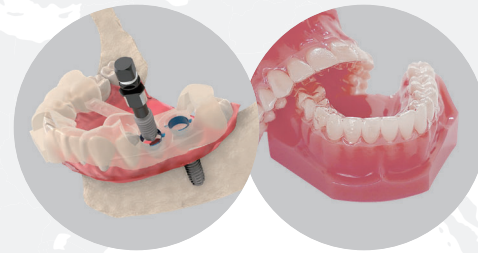
We are recognized as the leader in digital dentistry with our rich base of core technologies based on our rigorous research and development. We have proven our level of technological mastery in the application of digital dentistry.

We are aiming beyond digital diagnosis and treatment and striving to develop robotic treatment solutions.



### • DIO Implant System

Implant system that enables consistently perfect implantation for all indications



### • DIONavi. • DIO Ortho navi.

Essential digital solutions for dentistry market, from diagnosis to implantation and orthodontics



### • DIONavi. Full Arch

The world's first full digital solution for treating edentulism, from scanning to planning, guide fabrication, procedures and final restoration



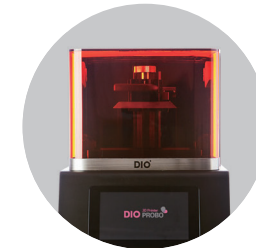
### • Robot Technology

Automated diagnosis and treatment based on artificial intelligence(AI)and robotic technology to improve accuracy and efficiency



### • DIO Ecosystem

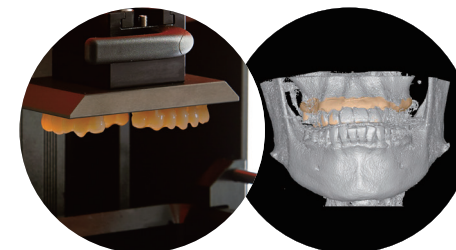
Big Data and AI technology converge into easy and accurate digital workflow from diagnosis to final prosthetic production.



- Intra Oral Scanner
- DIO ECO CAD
- DIO PROBO Z



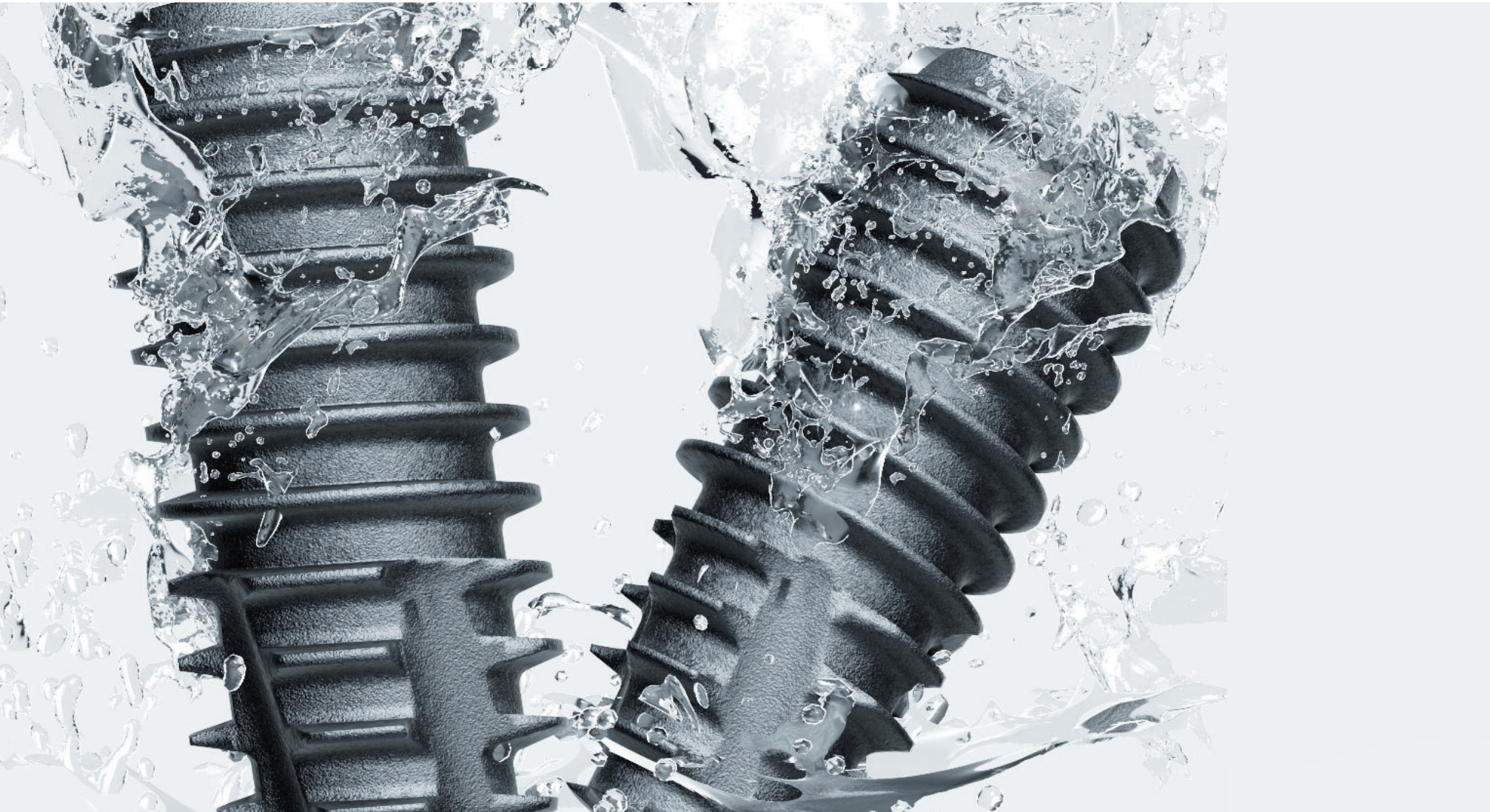
- DIO PROBO Cure2
- DIONavi-P. MAX



### • DIO Auto Merging & Planning • 3D Printer DIO PROBO Z

Accurate AI-supported procedure planning and immediate fabrication of surgical guide and prostheses





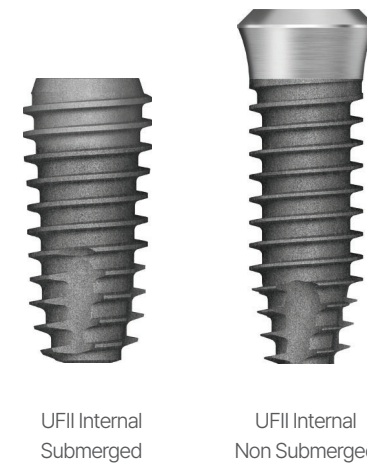
## Strong osseointegration Long-term stability

### Hybrid SLA Surface

Minimal bone heating and bone loss to ensure long-term stability

### 8 Million UF Implants Sold

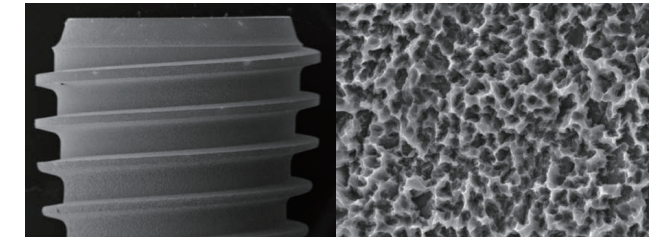
Proven implants that have been loved by clinicians for 10 years



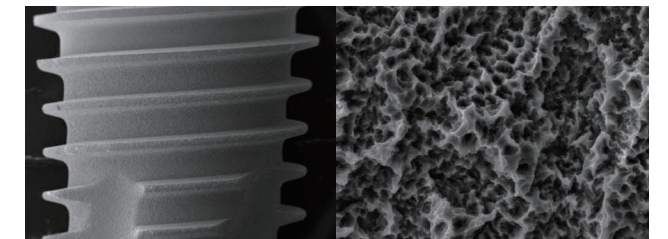
UFII Internal Submerged

UFII Internal Non Submerged

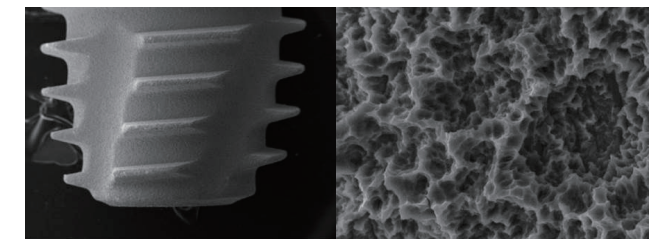
Upper



Body



Apex



### Implant System | UF / UFII / UV Active

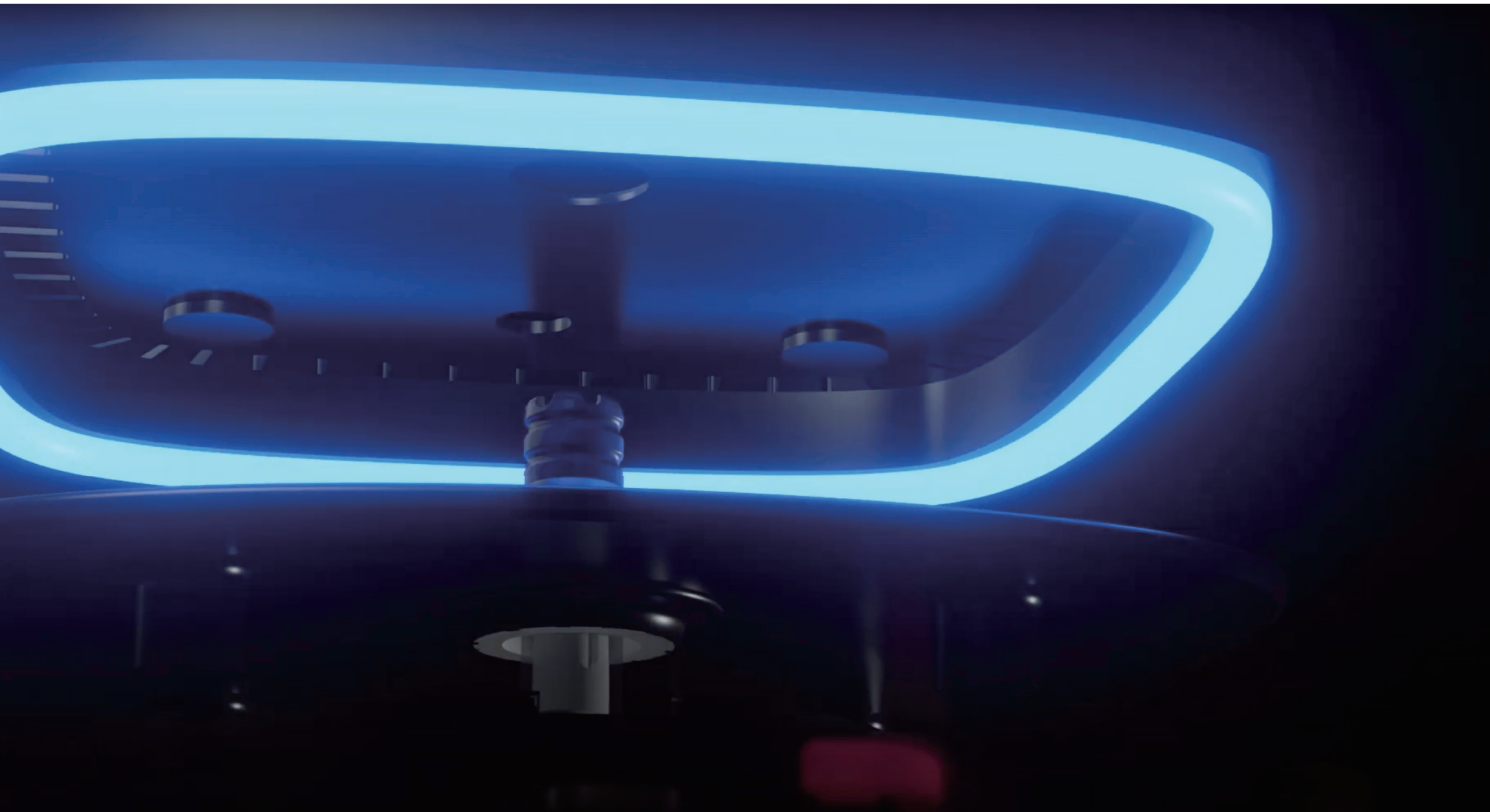
After starting our dental implant business in 2002, we finally launched our flagship implant, the UF System, in 2011 and have been working tirelessly ever since to develop better surface treatment methods, such as HSA and UV Active.

The UF/UFII implant fixtures have straight, tapered body that secures insertion torque regardless of bone density, minimizing bone loss and securing initial stability.

The sharp cutting edge increases the efficiency of self-tapping, and HSA and UV Active surface treatment increase the osseointegration.

In particular, UV implant surface treatment using DIO's proprietary UV Activator has received heated attention from the dental industry. The UFII Implant System is offered in Narrow/Regular/Wide sizes to cater to all cases. Internal Submerged and Internal Non-Submerged types are available to provide a stable procedure experience for the practitioner and patient.





## Go with the 'Blood' flow

### Excellent Initial Osseointegration

Improves proliferation of osteoblasts by 40% helping bone formation

### Strong Bioactivity

Bone mineralization of osteoblasts improved by 29-43%  
\* After 3, 4 weeks after UV irradiation



World's Top 3 Design Awards  
Winner of iF Design Award 2020



## UV Irradiator | UV Activator

Starting in 2011 and over the next 7 years, we have run R&D and clinical trials on UV surface treatment technologies. We finally launched UV Activator in 2018, and then introduced a super-upgraded version UV Activator2 in 2019. UV Activator2 uses a 360-degree cylindrical UV light chamber to induce complete hydrophilicity in as few as 20 seconds, greatly enhancing bone formation.

As a result, bone formation phenomenon progresses much faster, reducing entire treatment period.

The UV surface treatment is especially useful for inducing fast and stable osseointegration in weaker or absorbed bones and immediate extraction cases, minimizing patient's discomfort and maximizing patient satisfaction.

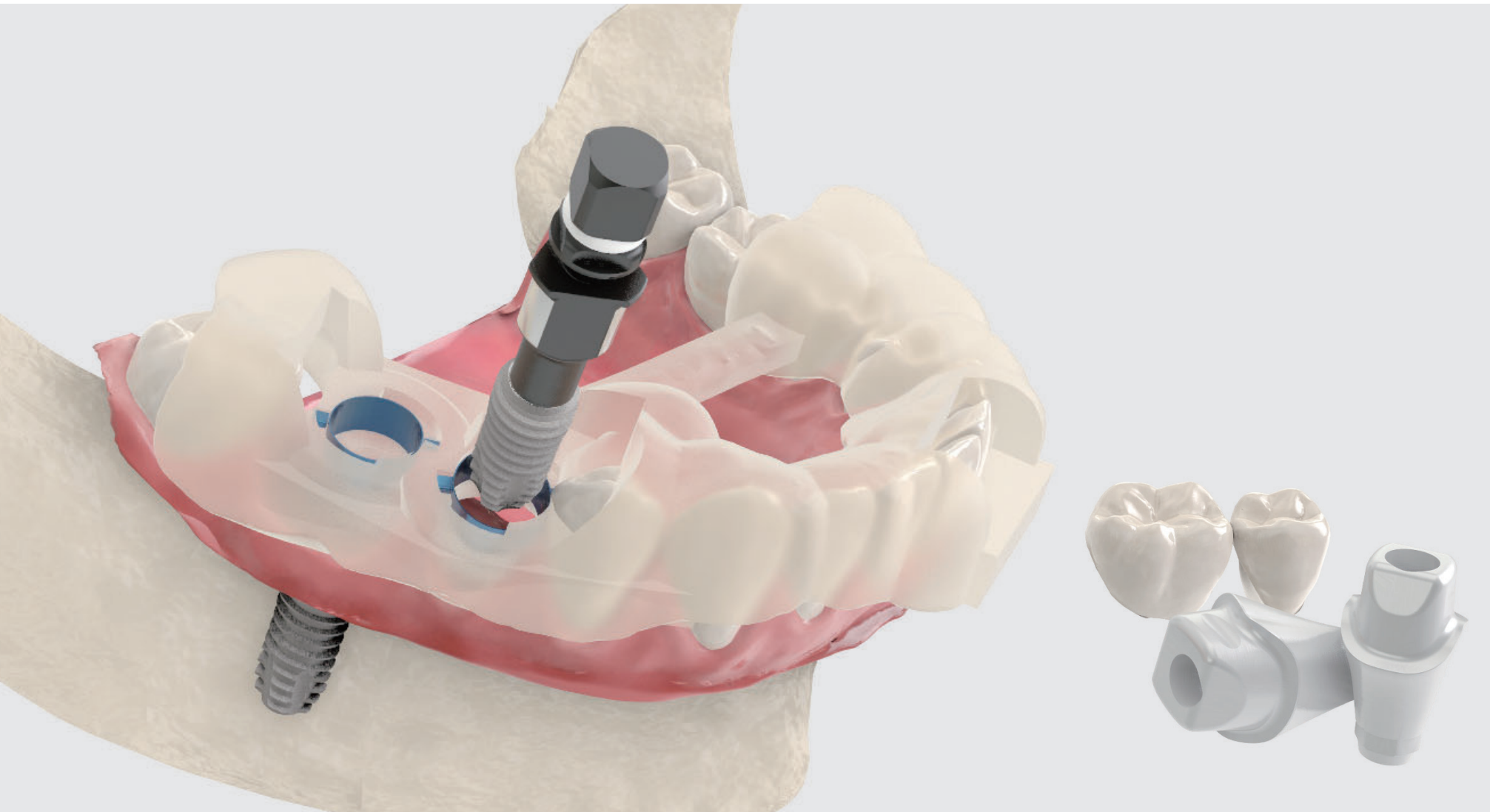
DIO won the iF Design Award, one of the world's top three design awards in 2020, pursuing continuous innovation not only in research and development that combines various technologies with medical equipment, but also in user-oriented designs.

\* Color



Rose Pink

Sky Blue



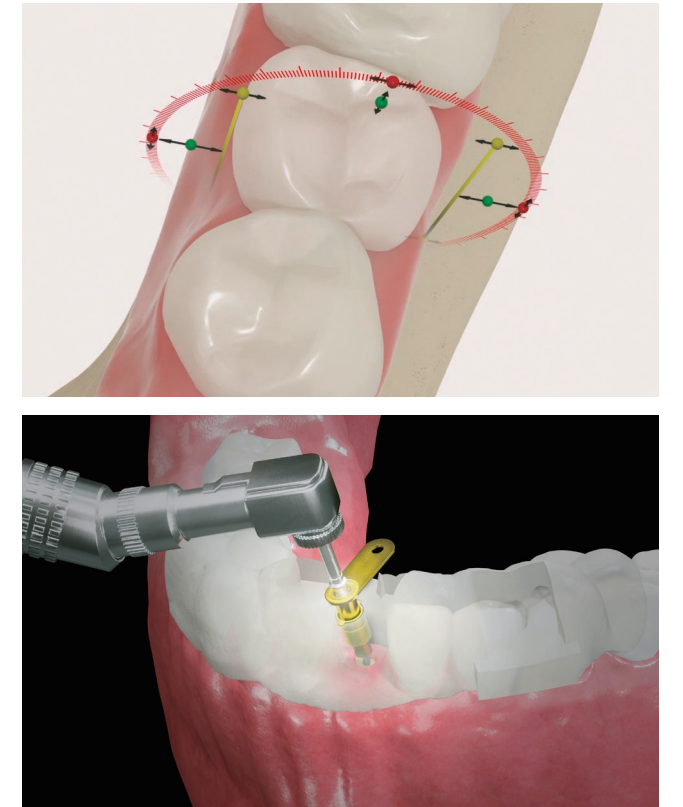
## Precision beyond limits Unrivalled technology

### The most informative and Flexible drilling protocols

Minimizes surgical error with DIO's unique drilling protocol based on flapless, low-speed drilling, and no irrigation mechanism

### The most beloved Digital guide system

World's first digital guide to place over 500,000 implants (as of July 2021)



## Digital Guided Implant System | DIONavi.

We found an answer to consumers' growing expectations for implantology with the launch of our digital implant brand, DIONavi, a uniquely special solution.

With the release of DIONavi in 2014, we announced the beginning of a new era of digital dentistry led by DIO. DIONavi changed the paradigm of the conventional method of implantology with 3D computer simulation and safe and accurate procedures using DIONavi Surgical Guide. DIONavi employs minimal incision with less swelling and bleeding, and so garnered attention from the dental industry as the most suitable solution for patients with systemic diseases such as diabetes and high blood pressure, as well as other complex indications such as sinus lifting and edentulism.

We have always kept close attention to the clinical experience at dental clinics for both practitioners and patients, and developed products and solutions to satisfy their expectations.

We will continue our efforts to discover differentiated digital solutions to contribute to making the clinical environment more convenient and rich for our users.





## Full of teeth, Full of life

### Immediate loading

Customized provisional bridge loaded on the day of surgery

### Ultra high precision for prosthetic fabrication

In our patented Full Arch workflow, provisional bridge scanning is done outside patient's oral cavity to achieve maximum accuracy which is key to the extreme precision and fitting of final restoration.



## Digital Edentulism Treatment System | DIONavi. Full Arch

As your digital dentistry partner, we strive to bring customers a new and differentiated user experience.

In particular, DIONavi. Full Arch is our flagship system as a full digital treatment for edentulism that simplifies complex conventional workflow and makes the treatment conveniently accessible for both practitioners and patients. DIONavi. Full Arch incorporates state-of-the-art equipment such as CBCT, intra-oral scanner, and DIONavi. Guide System to place implants in optimal locations, and DIONavi. Full Arch system to rehabilitate edentulous patient's dentition into the most natural, functional, and comfortable state. Only 4-6 implant implants are required to fully restore the functionality of the entire teeth, without compromising esthetics.

DIONavi. Full Arch offers a completely new experience for both practitioners and patients to treat edentulism, as a simple and cost-effective alternative to conventional full mouth procedures.



## Won't stop, can't stop Evolution of performance

### DIO PROBO Z

#### Higher Precision and Speed

The margin of error under  $\pm 50\mu\text{m}$  for all section  
25 minutes to print a final prosthesis (single crown)

### DIO PROBO Cure2

#### Dual LED System

More powerful LED light sources with an irradiation  
chamber design that leaves no blind spot

3D Printer DIO PROBO Z



Curing machine DIO PROBO Cure2



### 3D Printer | DIO PROBO Z

We are developing 3D printing technologies as part of complete chairside digital prosthetic solution, which we believe is the future of digital dentistry.

Our newest dental 3D printer is DIO PROBO Z, a completely redesigned from previous model inside and out, for printing surgical guides, models, and even prostheses.

Using Full HD DLP technology, DIO PROBO Z prints output 16% faster than its predecessor, with margin of error under  $\pm 50\mu\text{m}$  and beautifully high quality resolution of  $1920 \times 1080$ .

When printing a batch of 40 single crowns, it can complete printing in 14 minutes in DIONavi-C&B material and 25 minutes in DIONavi-P.MAX material. DIO PROBO Z is a design that considers users first, greatly improves overall performance, and increases user convenience with intuitive UI and touch screen.

As with DIO PROBO Z, we develop technologies and products optimized for easy use by anyone at the clinic.





**More solid than any material,  
More powerful than ever**

3D Printing Material Line-up



**DIONavi-P. MAX Strength**

New high-strength permanent prosthetic printing material fused with hybrid nanotechnology

|                       |     | Hardness (Shore D) | Strength (MPa) |
|-----------------------|-----|--------------------|----------------|
| <b>DIONavi-P. MAX</b> |     | <b>91</b>          | <b>190</b>     |
| PEKK                  |     | 89                 | 200            |
| PEEK                  |     | 85                 | 165            |
| PAI                   | PPS | -                  | -              |
| PC                    | PA  | -                  | -              |
| PMMA                  |     | 85                 | 120            |

\* PEKK (Polyetherketoneketone) : One of new polymeric materials of PEAK-family with excellent physical properties and is used as an aerospace material and medical in vivo medium, and has recently been used as a dental fixed prosthesis, post, temporary implant fixture and attachment. [JDT, Sept 9, 2019, Surface characteristics and bonding performance of polymer restorative materials for dental CAD/CAM systems / J Adv Res. 2020 Sep, PEKK, An emerging biomaterial for oral implants and dental prostheses]

\* Hardness and flexural strength measured on prostheses fabricated using DIO PROBO 3D printer at DIO R&D Center

**DIONavi. 3D Printing Material**

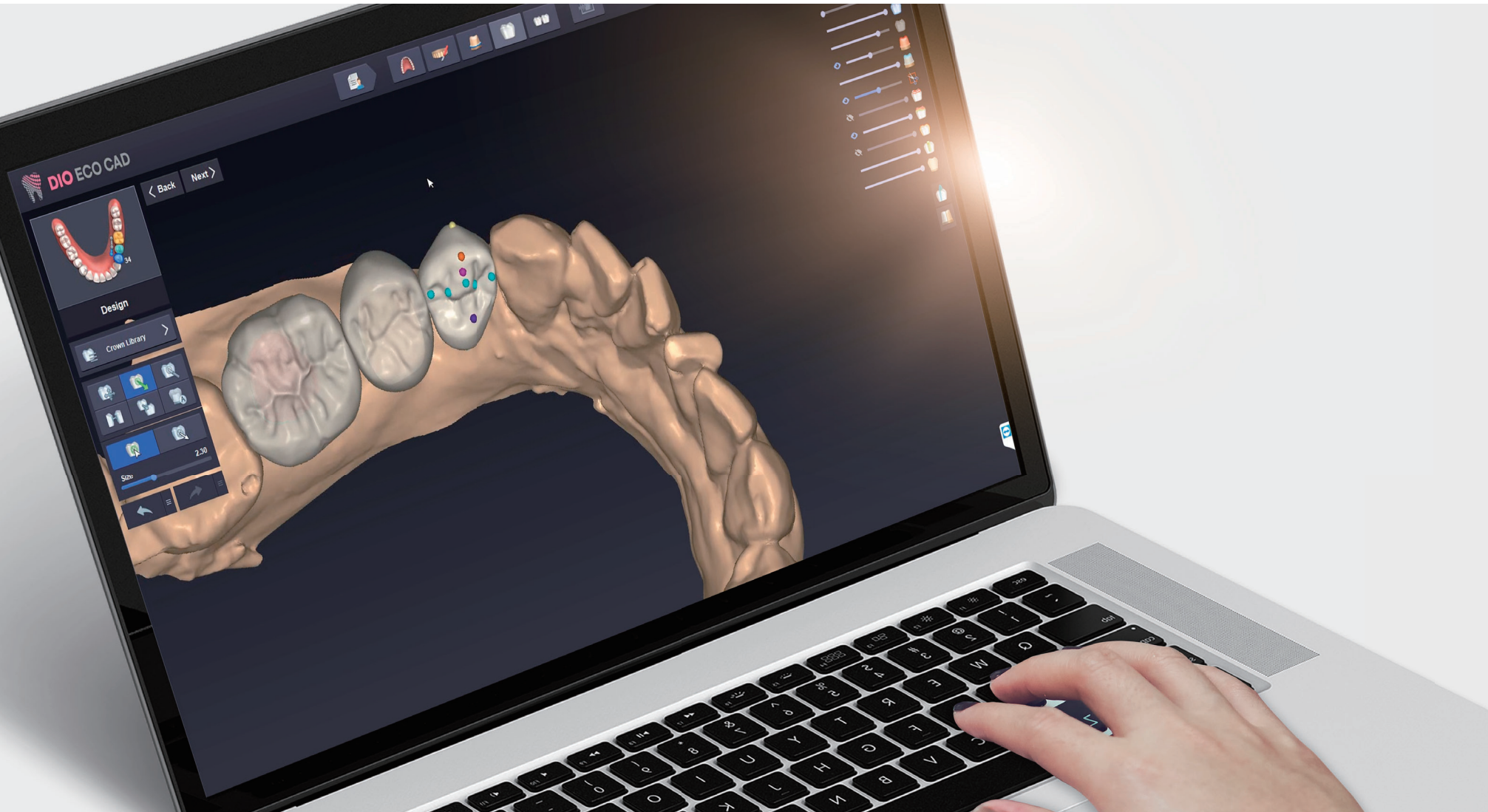
Based on our own technology, we have developed a variety of 3D printing materials to improve the quality of 3D printing products used in dentistry and maximize user convenience.

We started developing materials in 2016, and for the first time in Korea, we built vertically integrated production system from development to production and distribution for our initial five types of 3D printing materials (C&B, SG, Cast, Model, Denture)

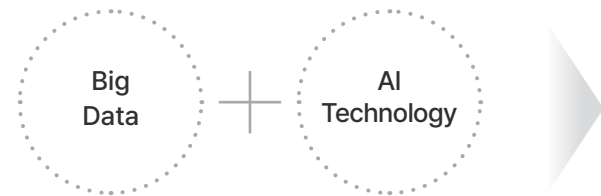
We are leading the Dental 3D printing technology with high quality materials through our unique synthesis, composition, and evaluation technologies. In particular, DIONavi-P. MAX is a bio-friendly final prosthetic printing material that has been proven safe for toxicity and biological stability tests, that achieves physical properties that surpasses PEKK and comparable to natural teeth.

DIO's 3D printing materials employ hybrid nanotechnologies to optimize the combination of materials and conditions to ensure consistent high-quality output, while achieving the best possible aesthetics in its expression of shades.



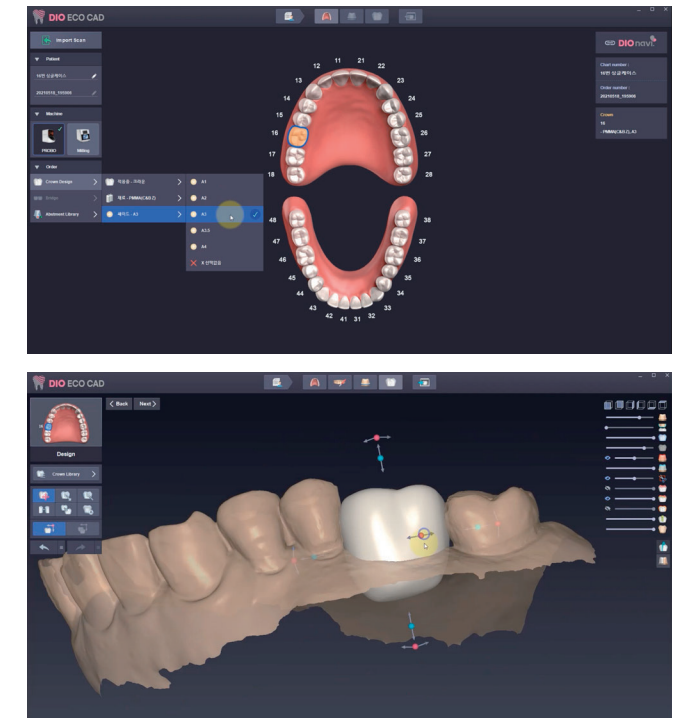


## Magically easy, Eye-Pleasing design



### Optimized Auto-Design

Big Data and AI technology combine to make it easy for anyone to design a beautiful and well-fitting prosthesis for the patient



## Digital Software I DIO ECO CAD Software

DIO has made great progress in technological innovations to secure competitive advantages in AI (artificial intelligence) and Big Data analytics. At the heart of our digital prosthetic system technology is our new DIO ECO CAD software, the easiest prosthetic design software so anyone can design the most suitable prostheses for their patients, including Inlay, Onlay, Single Crown, and Bridges.

In particular, the Smart Abutment Library feature converts scan data from scan adapters and custom abutments into personal independent libraries that can be loaded onto ECO CAD software so the clinician won't have to create new design for patient's every visit.

DIO ECO CAD Software brings customers new experiences made possible by the state-of-the-art technologies. We will constantly focus our efforts to discover areas where we can make our user experience better. We will offer products and services that bring sustainable values to customers.





[Source] Journal of Clinical Orthodontics 표지

## Look closely, and look again. Barely there.

### World's First 3D Printed Lingual Brackets

The world's first bracket with bespoke 3D printing technology, decorating the cover story of the world's prestigious 'Journal of Clinical Orthodontics'

### DIO Digital Clear Aligners

Highly stable orthodontic treatment with C-force system in line with biomechanical principles of tooth movement



### Digital Orthodontics | DIO Ortho navi.

The rapid digitization of the orthodontics field is opening up a new paradigm.

Riding this market trend, we developed the world's first 3D Printed Lingual Brackets. Our digital orthodontics solution uses two strands of Ni-Ti wire to the bracket, shortening the treatment period as well as offering more sophisticated level of treatment.

Then we went on to introduce digital clear aligners, DIO Ortho navi. Clear Aligners, completing digital orthodontics solution line-up along with our 3D printed brackets.

Our digital clear aligners employ the C-Force system, which utilizes biological tooth movement and dental bone reconstruction, rather than a traditional dental setup method. This method enables faster and more effective corrective treatment and provides a comfortable care environment for practitioners and patients.

We will continue to discover new dental applications for the latest technology and your trust bestowed on DIO.

# Marketing & Promotion

- Education
- Seminar
- Exhibition
- TV Ads
- Print Advertising
- Social Media

## DIO Marketing Activities

We run in-house marketing to communicate our values and messages that can directly reach our customers.

We introduced our products and solutions through a variety of media, and communicated the value of digital treatment to expand the market. We are strong believers in education, so we train the world's leading digital dentistry professionals with our rich programs such as NYU DDA, Local DDA, and Online Seminars.

Through constant communication with our customers, we have become a leading brand in the world of digital dentistry.

We will always stay close to our users,  
listening and caring.





## Education



### NYU DDA

Under cooperation with New York University Linhart School of Dentistry, we provide systematic and reliable training curriculum covering general theory of digital implant procedures, hands-on exercises, and live surgeries.

· Location : Digital Dentistry Training Center

### DIO Digital Academy (Local)

DIO Digital Academy(DDA) is a training curriculum centered around extensive hands-on exercises catered to practitioners around the world, established to bring up world's leading digital implant surgery specialists.

The DDA program offers comprehensive education in theory and practice delivered by the most experienced specialists in the field of digital dentistry. We place special emphasis on hands-on training so practitioners can apply directly to real cases.

· Location : Headquarter and all domestic and overseas branches





## Seminar



### DIO International Meeting (DIM)

DIM has proved itself as the world's leading digital dentistry symposium. It essentially became an academic community unifying of the dental industry around the world, where we witnessed the industry-leading technologies and their outcome.

In addition, it serves as a venue for sharing the latest knowledge of digital dentistry and to explore new paradigm in response to recent trends.

### DIO Webinar · Online Seminar

We have been operating an online education platform since 2015 to share key knowledge from clinicians around the world with extensive clinical experience in digital dentistry, always available regardless of time and space.

DIO will build a metaverse environment which will nurture organic growth of academic exchanges and research activities in dentistry.





## Exhibition



### IDS · IADDM · SIDEX · YESDEX

We have participated in a variety of exhibitions to offer hands-on experience and communicate directly with our users at the largest dental equipment exhibitions (IDS · IADDM · SIDEX · YESDEX) in and outside Korea.

Our products and solutions backed by amazing technological innovation that has never existed surprised the world.

DIO booth attracted many visitors including dental professionals in all parts of the industry, operating the most effective exhibition communication space as part of our various marketing activities.



## TV Ads



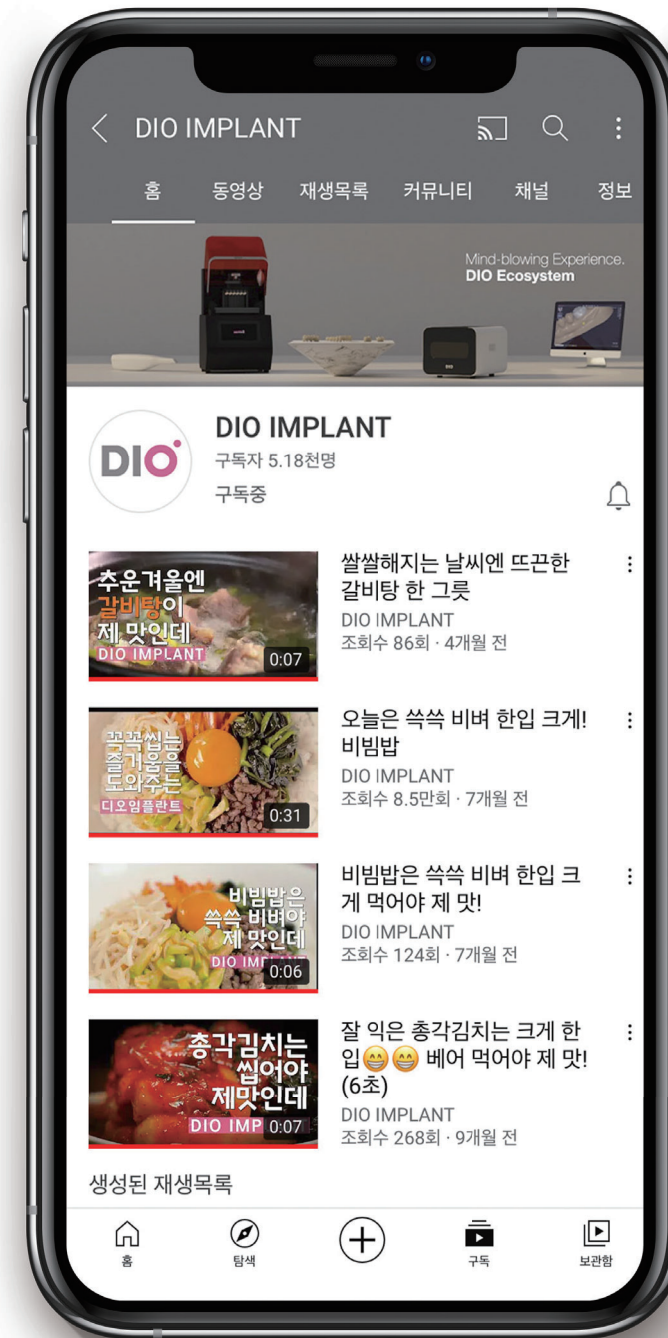
## Print Advertising

At the heart of creative is always 'freshness'. However, DIO's creatives are not simply new and eye-catching creatives, but focused on communication with users.



## Social Media

We operate multiple social media channels to communicate important messages with our users including introduction to our new products and services as well as various clinical cases.



### Homepage

DIO websites feature DIO's product information as well as functions to place orders or apply for training.

Corporate website | [dio.co.kr](http://dio.co.kr)  
DIOnavi. order site | [dionavi.co.kr](http://dionavi.co.kr)



### YouTube

A library of videos are available to provide various clinical cases, past webinar footages, new product information and guides, and dental home care guides.

[DIO IMPLANT | youtube.com/DIOHQ](https://www.youtube.com/DIOHQ)



### Facebook / Instagram / Blog

Our latest product information, events and promotion notices are communicated through social media.

[facebook.com/DIO HQ](https://www.facebook.com/DIOHQ)  
[instagram.com/dioimplant\\_official](https://www.instagram.com/dioimplant_official)  
[blog.naver.com/dionavi](https://blog.naver.com/dionavi)



## Global network

### Korea

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Shanghai Digital Implant Medical Instrument Co., Ltd

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### Japan

DIO Digital Corporation

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### DIO Corporation Introduction ver4

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**DIO** IMPLANT

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