

Contact: Bruce Frederic Mendel, 3Shape Communications  
E-mail: [bruce.mendel@3shape.com](mailto:bruce.mendel@3shape.com)  
Web: [www.3shape.com](http://www.3shape.com)  
Date: April 7, 2021 HQ Copenhagen, Denmark

## Meet 3Shape Automate – World’s first AI powered design service for labs

**Copenhagen, April 7, 2021** – 3Shape introduces 3Shape Automate – the world’s first dental design service platform exclusively powered by AI technology.

Available from the 3Shape website ([3shape.com/automate](http://3shape.com/automate)), the easy to use, self-service 3Shape Automate design service is geared to dental technicians needing to cope with rush periods and an overflow of orders.

On the Automate website, dental technicians can simply setup an unlimited number of orders, add their customized design instructions, upload the scans, and choose their desired turnaround time.

Automate AI technology then creates and returns all design proposals at the selected delivery time, regardless of the number of designs ordered.

3Shape Automate is consistent, fast, and scalable. It helps to reduce overtime and stress for lab technicians by delivering unlimited and predictable dental designs quickly and inexpensively - 24/7 from the Automate website. Prices start at \$1.99 (€1.59) per crown design.

“AI technology is revolutionizing the world. At 3Shape, we began applying AI two years ago to make intraoral scanning with TRIOS effortless. We then used it with our dental software to make workflows much more efficient. Now with the launch of 3Shape Automate, dentistry takes a huge leap forward,” says Jakob Just-Bomholt, 3Shape CEO.

Just-Bomholt adds, “Automate is about making life easier for lab technicians. And in keeping with our open philosophy, it means that Automate is open to both 3Shape Dental System and Exocad users. It’s simply, a game changer!”

3Shape Automate pricing is based on design turnaround time. Lab professionals can upload files from 3Shape Dental System, Exocad software, and directly from select scanners. Regardless of the number of cases uploaded, the AI powered designs are created and returned at the appointed time. Users can review every design and only pay for designs they approve and download. 3Shape LabCare customers receive a 10% discount on Automate design costs.

“3Shape Automate has already produced more than 65,000 successful designs for USA labs with the service boasting a more than 92% design acceptance rate,” says Rob Laizure, FullContour CEO. The AI powered design service was rigorously tested for months under the name Express Crown by the 3Shape owned design service, FullContour.

The self-service 3Shape Automate platform is available 24/7 in the US and several European countries as listed from the 3Shape website at [3Shape.com/automate](https://www.3shape.com/automate). Users can try Automate for free with a \$50 (€40) credit to start. The service is currently available for monolithic, single posterior crowns - premolars and molars.

Automate design technology is FDA listed and CE marked. FullContour provides support and sales for 3Shape Automate.

## **About 3Shape**

3Shape is changing dentistry together with dental professionals across the world by developing innovations that provide superior dental care for patients. Our portfolio of 3D scanners and CAD/CAM software solutions includes the multiple award-winning 3Shape TRIOS intraoral scanner and market-leading scanning and design software solutions for both dental practices and labs.

Two graduate students founded 3Shape in Denmark's capital in the year 2000. Today, 3Shape has over 1,600 employees serving customers in over 100 countries from an ever-growing number of 3Shape offices around the world. 3Shape's products and innovations continue to challenge traditional methods, enabling dental professionals to treat more patients more effectively. [www.3shape.com](https://www.3shape.com)

