

## Isolite Dryfield Illuminator Shows Off its New Shine at CDA

*Improved LED technology doubles the brightness of Isolite Systems' award-winning product.*

### FOR IMMEDIATE RELEASE:

**SANTA BARBARA, CA – May 11, 2010** – Isolite Systems, maker of innovative dental isolation technology, will debut an even brighter, more technically advanced LED Smart Stick for its award-winning Isolite dryfield illuminator during the California Dental Association's "The Art & Science of Dentistry" scientific meeting and exhibition held May 13 -16, 2010 at the Anaheim Convention Center.

The Isolite dryfield illuminator is an innovative dental isolation tool that combines the functions of light, suction and retraction into a single device solving many of the frustrations that dental professionals deal with on a daily basis. Isolite gently holds the patient's mouth open, keeps the tongue out of the working field, and guards the patient's airway, all while continuously evacuating saliva and excess moisture. The super-soft mouthpiece used with the device makes for a more comfortable experience for the patient, and allows dental professionals to complete procedures on average 30% faster.

"We have seen exciting advances in LED technology and wanted to bring those advancements to our customers in a meaningful way, said Jim Hirsch, President of Isolite Systems. "We were able to double the light output for the Isolite and make other significant improvements in order to provide our customers with an even brighter, more robust product."

The LED Smart Stick is a key component of the Isolite system and hosts the system's light source, cooling technology and illumination settings. In addition to boosting the LED Smart Stick's light output by 100%, the engineering team at Isolite Systems made improvements to the structure and strength of the polycarbonate lens, improved the self-regulating cooling technology, and made the electronic component almost completely resistant to water/spray. The LED Smart Stick is a complete lighting system that comes in a sleek little package about the size of a computer flash drive. A single button controls five light-intensity settings, including a "CURE-SAFE" setting for working with light-sensitive dental materials.

"Lighting is so absolutely essential to good dentistry," said Thomas R. Hirsch, DDS, founder and CEO of Isolite Systems, "If you have good light, you have less eye-strain, neck strain, shoulder and back strain. Even for doctors who work with overhead lighting and headlamps, Isolite provides a different kind of light. The light is emanating from within the patient's oral cavity and wraps around the working field. It adds considerably to visibility. Not just for the dentist, but also for the dental assistant."

The Isolite dryfield illuminator, Isolite Systems' flagship product, has received wide recognition from the industry including: named by [The Dental Advisor](#) as a "Preferred Product" (2010); [REALITY Publishing](#) 4-star product (2010); [Dentaltown Magazine](#) "Townie Choice Award" winner (2005, 2006, 2007, 2008, 2009); [DrBicuspid.com](#) "Dental Excellence Award - Best New Instrument" (2009); [Dentistry Today](#) magazine as *Top 100 Products* (2003, 2005, 2008, 2009), Named a "Best Product 2008" by [Dental Product Shopper](#) magazine; received a 4.8 rating (out of a possible 5.0) by reviewing dentists; received the *Inventor Award* from the World Congress of Minimally Invasive Dentistry (2004).

The upgraded Isolite dryfield illuminator will be demonstrated along with the new Isodry, non-illuminated dental isolation system, during the [California Dental Association's scientific session and exhibition, "The Art and Science of Dentistry,"](#) held at the Anaheim Convention Center, May 13 - 15, 2010. Isolite Systems will exhibit at booth #202.

## About Isolite Systems

Isolite Systems was founded in 2001 by Thomas R. Hirsch, DDS, his brother, James Hirsch, industrial designer, and Sandra Hirsch, CPA, to bring to market the Isolite dryfield illuminator and other products. The company is committed to transcending the limitations of existing dental technology with innovative, ergonomically efficient products that help dental professionals work more productively with less stress and fatigue. Dentists, dental assistants and hygienists at dental practices and clinics throughout North America are making their practices more productive using Isolite Systems products while improving patient comfort and safety. For more information about Isolite Systems and its products, including [clinical videos](http://www.isolitesystems.com), visit [www.isolitesystems.com](http://www.isolitesystems.com) or phone 805-560-9888.



*The LED Smart Stick for the award-winning Isolite dryfield illuminator (top) is a complete lighting system in a package about the size of a computer flash drive. It features five light-intensity settings, and a "CURE-SAFE" mode for working with light-sensitive dental materials.*



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