



# Media Release

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## Nobel Biocare now on iTunes U

**Nobel Biocare today announced it is making free training and educational material available to dentists, dental specialists, students and patients on its new site found on iTunes U on the iTunes Store. Nobel Biocare is the first med-tech company to have its own presence on iTunes U.**

T&E (Training & Education) is one of Nobel Biocare's main strengths. One of the key trends in education on which Nobel Biocare wants to continue to build its reputation is the rapid development of e-learning. Found in the "Beyond Campus" section of iTunes U, Nobel Biocare's Training & Education program will provide easy, state-of-the-art on-demand e-learning. Beginning today, users can search and download training and education material directly from the site, and then experience it on their Mac or PC, or sync with iPod or iPhone to learn anywhere, anytime.

Today, Nobel Biocare already maintains T&E partnership agreements with twenty-four leading dental universities worldwide through its University Partner Program, a peer-to-peer collaboration that assists academic dental institutions to integrate the latest Crown, Bridge, and Implant coursework into their undergraduate programs. The Program provides academic institutions with the latest science-based treatment expertise, clinical competency development, high-tech educational tools, and support with implant restorations and CAD/CAM dentistry concepts.

Domenico Scala, CEO Nobel Biocare: "Nobel Biocare on iTunes U demonstrates our commitment to sharing our broad experience in T&E with the next generation of dental professionals. iTunes U provides an innovative way for us to engage millions of students and dental professionals with state-of-the art dental education."

iTunes U is a dedicated area within the iTunes Store ([www.itunes.com](http://www.itunes.com)) featuring free educational content such as course lectures, language lessons, lab demonstrations and more. iTunes software, a free download, is required.

## Further information is available from:

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**Nobel Biocare** is a medical devices group and the world leader in innovative esthetic dental solutions with its key brands NobelActive™, Brånemark System®, NobelReplace™, NobelSpeedy™, Replace Select (dental implants), NobelProcera™ (individualized dental prosthetics), NobelGuide™ (complete patient rehabilitation program) and NobelSmile™ (patient education and awareness program). Nobel Biocare is a full solution provider for restorative esthetic dentistry, offering a wide range of innovative Crown & Bridge & Implant products, as well as training and education, patient information and clinically documented treatment concepts. Nobel Biocare has over 2,500 employees and recorded revenue of EUR 619.2 million in 2008. The Company is domiciled and headquartered in Zurich, Switzerland. Production takes place at six production sites located in Sweden, the US, Japan and Israel. Nobel Biocare has 37 direct sales organizations. The shares of the parent company Nobel Biocare Holding AG are listed on the SIX Swiss Exchange.

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