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## Coast Dental Selects Kodak Digital Radiography System for its 107 Practices Across the Southeast U.S.

**Multi-million-dollar agreement represents system's first large-scale U.S. deployment  
Coast dentists give Kodak system high marks for speed and image quality.**

Coast Dental and Eastman Kodak Company today announced a multi-million-dollar agreement that will put the Kodak RVG 6000 Digital Radiography System into Coast's 107 practices across the Southeast United States.

Coast Dental, a leading provider of dental care in Florida, Georgia, Virginia and Tennessee, "wanted a digital imaging system that equaled or surpassed the quality of film images – and Kodak delivered," said Michael Smith, Coast's Chief Information Officer.

The Kodak dental DR system features true image resolution, enabling dentists to make even the most complex diagnoses quickly and accurately. With high-speed USB 2.0 technology, the system acquires and displays images in seconds, minimizing the time dentists and patients must wait for results. Additionally, the RVG 6000 System – the flagship in Kodak's line of digital intraoral imaging systems, is easy to use and to integrate into practice management software.

"When we committed to adding digital radiography to our offices, we sought an industry-leading strategic partner with a solid track record for innovation," noted Tom Marler, Coast's Chief Executive Officer. "We found that Kodak's collaborative approach is a perfect fit for Coast and for our future plans."

## First Large-Scale Deployment

“This agreement with Coast represents the first large-scale deployment of our RVG 6000 System in the U.S.,” said Richard Hirschland, General Manager of Kodak’s Dental System Group.

“Coast Dental is a recognized leader in dental patient care and innovation, and we’re pleased the company chose our digital diagnostic imaging technology as its path forward,” Hirschland noted.

## Pilot Program Cemented Choice

A pilot program Coast initiated to evaluate the Kodak system “showed how it supports our goal of providing enhanced care to patients,” noted Adam Diasti, D.D.S., President of Coast P.A. “Our dentists gave the system high marks for the instant availability and clarity of the digital images. The ability to magnify and enhance images also impressed us. This feature will enable our dentists to achieve more accurate diagnoses going forward. Our patients were pleased, too, since they could view the images and take a more proactive role in the treatment planning process. Bottom line: The Kodak system will have a positive impact on not only patient care, but also on our ability to attract dentists, hygienists and support staff to Coast, since they will be able to work with the latest, state-of-the-art equipment in dentistry today.”

Kodak will assist Coast Dental in the phased installation of the RVG 6000 System. Five installations are already in place. The companies also will collaborate on education programs for Coast patients.



Pictured in Photo Left to Right: Kodak Dental Systems, Vince Wagner, Lamar Roberts, Wes Campbell – Coast Dental, Tom Marler, Patricia Huie, Michael Smith, Lauren Key