



[www.capturedent.com](http://www.capturedent.com)

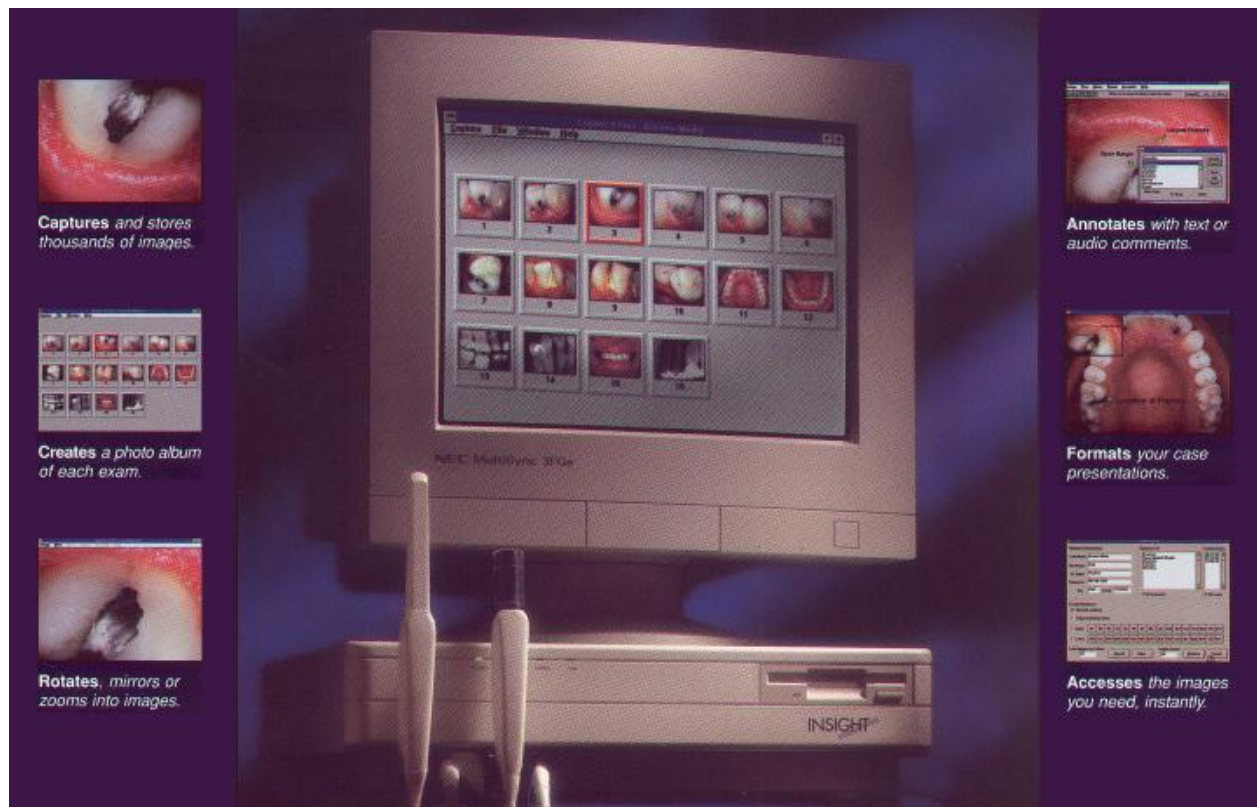
From 1991 to 1996, Insight Imaging Systems was a leader in the dental imaging market, producing high quality camera systems for the dental industry. By 1996, they had firmly established the #2 position in the market. In May 1996, Insight merged with New Image Industries, which held the #1 position, giving the new company a 65% market share.

## Challenge

In 1994, Insight Imaging Systems was manufacturing and selling its own proprietary intra-oral and extra-oral cameras. They needed a simple, user-friendly software product that they could sell with their cameras.

## Solution

Microsoft's Visual Basic was used to develop a software product called Capture-It Plus. The interface was extremely user friendly. The user would simply open a patient record, hold the camera and speak a command to take a picture. Another command either saved or discarded the image. Each image could be manipulated and annotated with text or voice. In this way, a catalog of images could quickly be created for each patient. A separate search screen was provided for searching through the entire database of images. Images could be displayed in a variety of screen configurations, including split-screen, quad-screen and picture-in-picture. Images could also be printed on photo paper using one of Insight's proprietary printers.



## Benefits

Capture-It Plus went on to become one of the best selling dental imaging products on the market. Its simple and easy to learn interface made it a popular choice among dentists. For more than 10 years, Capture-It Plus has been selling strong. It is now owned by Dentsply, Inc. and is being marketed as CaptureDent at [www.capturedent.com](http://www.capturedent.com).

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