

## Media Release

Schaan, Liechtenstein – 8 March 2012

---

### Mobile compatible website

**The Ivoclar Vivadent website has been optimized to feature a format compatible with mobile phones and tablet PCs. Users can now access the content of the website much more easily and conveniently while on the road.**

An increasing number of people access the Internet via mobile phone or tablet PC to obtain the information they require independent of their respective location. To meet their needs, Ivoclar Vivadent has optimized the design of its website for mobile access. When users access the Ivoclar Vivadent website from a smartphone or tablet PC, the website automatically opens in the mobile version. The mobile website offers the same content and functions as the normal website. However, part of the content is differently arranged, so that navigation is easier with a smaller display screen. The mobile version of the website can be accessed with all types of mobile devices – the content will automatically adjust to the size of the screen of the device in use.

#### User-friendly website

The Ivoclar Vivadent website features an attractive, clearly arranged design. Straightforward user guidance and a cleverly devised search function provide easy access to a wide variety of products and a wealth of information for both dentists and dental technicians.

For more information please contact:

Ivoclar Vivadent AG  
Bendererstr. 2  
9494 Schaan  
Principality of Liechtenstein  
Phone: +423 235 35 35  
Fax: +423 235 33 60  
E-mail: [info@ivoclarvivadent.com](mailto:info@ivoclarvivadent.com)  
[www.ivoclarvivadent.com](http://www.ivoclarvivadent.com)

Caption:

*(Mobile compatible website.jpg)*

Fig. 1: The Ivoclar Vivadent website has been optimized for mobile access with smartphones and tablet PCs.

---

Media contact:

Lorenzo Rigliaco  
Public Relations Manager  
Ivoclar Vivadent AG  
Bendererstrasse 2  
9494 Schaan  
Principality of Liechtenstein  
Phone: +423 235 36 98  
Fax: +423 235 36 33  
E-Mail: [lorenzo.rigliaco@ivoclarvivadent.com](mailto:lorenzo.rigliaco@ivoclarvivadent.com)