

Light Instruments Ltd. Signs Exclusive Distribution Agreement with a leading Dental Distributor in Israel

New Image LTD. to sell LiteTouch™ and Laser-in-Handpiece™ technologies in the holy land of Israel.

October 22, 2017 – Yokneam, Israel – Light Instruments Ltd. (light-inst.com), the world's leading provider of innovative dental laser technologies and the inventor of the LiteTouch™ and Laser-in-Handpiece™ technology, announced today it signed an exclusive distribution agreement with New-Image LTD, a major distributor of dental equipment in Israel. Following Light Instruments acquisition back in 2016, this agreement further empower and solidify Light Instruments position as a global dental technology front-runner in the very heart of the start-up nation.

New Image LTD, will sell and provide full training of Light Instruments` laser products In Israel, Light Instruments` company base, starting with the promotion of LiteTouch™ Er:YAG laser-in-Handpiece, the world's smallest versatile Erbium YAG dental laser for both hard and soft tissue dental treatments.

LiteTouch`s unique "Laser-in-Handpiece™" technology houses the entire laser mechanism within a small sized chamber (12cm long by 2.3cm diameter). The LiteTouch™ is fiber-free (there is no fiber in the delivery mechanism), thus enabling unlimited movement of the swivel, which maneuvers just like a turbine drill. LiteTouch™ and its "Laser-in-Handpiece" technology, gained industrial design awards such as Red Dot and A-Award, and as expected by leading analysts* is making its way to become the dominating technology in the laser all-tissue dental market.

New Image LTD (<http://www.new-image.co.il>) has been providing top-quality solutions and services since 1992, importing high-tech dental equipments and offering digital dentistry training, education and technical support. The company solutions serve more than 1,200 organizations in the Israeli market, including Industry, government, military, defense and public sectors, as well as academic institutions.

"We are Happy to welcome New Image to the Light Instruments family," said Eric Ben Mayor, Light Instruments' CEO, " It may have only a small footprint in the clinic, but our Israeli made LiteTouch™ stands out around the globe, becoming an indispensable device in leading clinics on almost every continent. The outlook for laser dentistry in Israel is highly optimistic** and the Israeli dental market is very receptive to new technology. We look forward to working hand-in-hand with New Image, a key & passionate distributor in our native land. Looking at the dedication and inspiration of the Israeli spirit, it is no wonder that this collaboration marks an excellent opportunity to further broaden the LiteTouch™ customer base footprint also at home".

Mr. Arik Ashkenazi, the CEO of New Image LTD., commented: "We are standing at the cusp of an entirely new reality for dental medicine. In the near future, laser dentistry will be the standard practice all over the world, and dental fear will be a thing of the past". Mr. Askenazi added: "The Addition of LiteTouch™ -an Israeli pride global dental laser champion- to our portfolio certainly continues our tradition to promote organizational effectiveness and efficiency by marketing innovative equipments technologies and implementing them in advanced work processes. We will invest in LiteTouch™ promotion our entire infrastructure, including marketing, training as well as our computerized service center staffed by experts teams supporting already thousands of customers as part of New Image`s all-encompassing support network".

About Light Instruments Ltd

Light Instruments Ltd. is an Israel-based company that has made its name as an innovator in the dental laser field, continually raising the bar with its advanced high-end technologies. In 2007, Light Instruments introduced the revolutionary Laser-in-Handpiece™ technology as part of its flagship LiteTouch™ dental laser, the world's most versatile non-fiber Er:YAG laser device for soft and hard tissue dental treatments.

About New Image

New-Image LTD imports high-tech dental equipments, provides digital dentistry training & education as well as technical support. The company promotes organizational effectiveness and efficiency by marketing innovative equipments technologies and implementing them in advanced work processes. New-Image has been providing top-quality solutions and services since 1992. Its offices are located in Kfar-Netter, Israel. For more information please visit <http://www.new-image.co.il>

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* i-Data 2013 Laser Dentistry market report

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