

dentalphoto [PRO][®]

PHOTOGRAPHY IN THE WORLD OF DENTISTRY

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EASY USE

QUICK EXECUTION

CONSTANT RESULTS

LIGHTNESS

Piero Principi has been a Photographer for over thirty years; after taking part in many courses and workshops both in Italy and overseas, he has specialised in Advertising and Industrial Photography. He has published two books, "Obiettivo in ascolto" (a collection of photos of famous jazz musicians which led him to win an international award), and a technical manual on lighting, his true passion.

In 2004 he was awarded the prestigious "Professional Photography Award" in the "Advertising Photography" category. Since 2004, he has been writing technical lighting articles in the most important Italian Photography magazine: "Tutti Fotografi". He has been holding technical lighting courses for professional photographers for many years and teaches Photography to the Italian Army as well as acting as a forensic consultant. Since 2019 he has been involved in Dental Photography, placing his thirty years of experience at the service of dentistry.

« SIMPLICITY IS THE ULTIMATE
SOPHISTICATION! »
Leonardo Da Vinci



In 2019, following a photography consultancy as requested by a dentist, Piero Principi discovered a whole new world, unexplored by professional photographers, and decided to dedicate himself to providing effective innovations and solutions. This is how the first professional digital camera dedicated to the dental world was created. No longer classic reflex cameras, but a more efficient, lightweight and high-performance micro 4/3: the ideal format for macro photography. Compared to reflex cameras, it has a greater depth of field and thus ensures higher quality, since it can already be used at aperture 11 without having to reach f 22/32, as is necessary with other cameras, which inevitably causes diffraction phenomena. The camera also has four memories already optimised for intra-oral and extra-oral photography, bouncer mode, and polariser to avoid the risk of accidental calibration errors. You can finally get your assistant to use the camera, so that you can optimise your own time.

dentalphoto [PRO]®

DENTALPHOTOPRO® IS A TRADEMARK REGISTERED BY A PROFESSIONAL PHOTOGRAPHER WHO HAS PLACED HIS KNOW-HOW AT THE SERVICE OF THE WORLD OF DENTISTRY



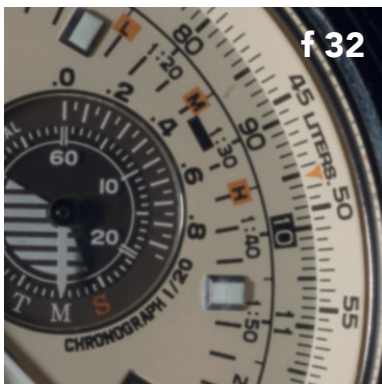
INNOVATION

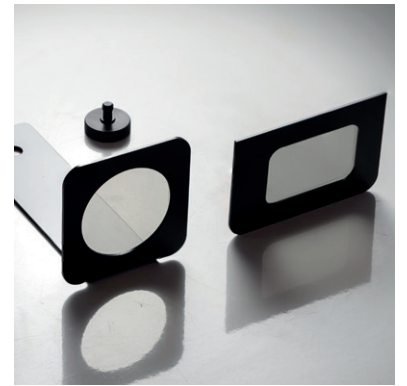
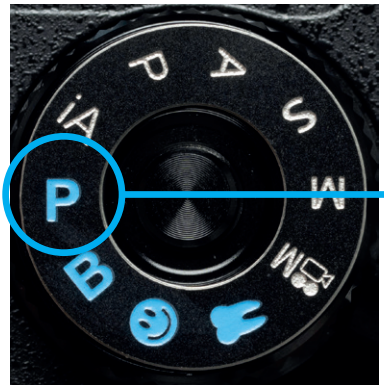
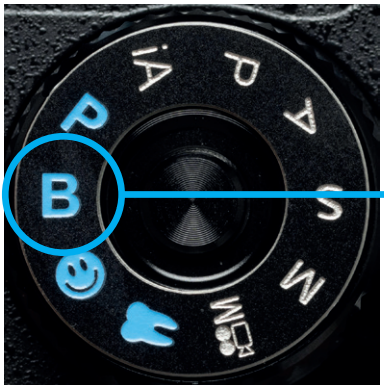
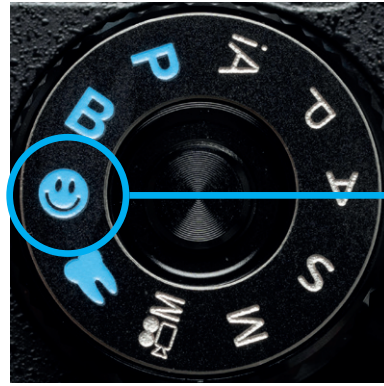
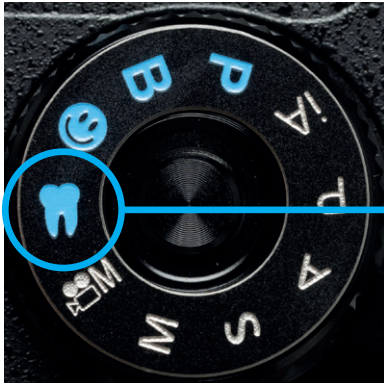
THE CHOICE OF THE IDEAL CAMERA TYPE IN DENTAL MACROPHOTOGRAPHY

The priority in dental photography is having a large depth of field to obtain a good level of sharpness over the entire dental arch. This is why the classic reflex (Nikon or Canon) still requires you to use a very closed aperture (e.g. f32). In this way however, due to diffraction, the perspective is much lower in quality as we can see here in the two photographs of the clock. If we look at the mathematical formula of the depth of field, we note that the determining factor is not so much the aperture but the enlargement ratio as it is exponential. To summarise: the larger the sensor, the lower the depth of field. The advantage of the DentalphotoPRO® is the size of the micro 4/3 sensor. In fact, there is a greater depth

of field at f11 with this camera than with a reflex at f22. At f11, however, there is no diffraction so the final image will be better in terms of both depth of field and sharpness.

All DentalphotoPRO® cameras are individually calibrated directly by Piero Principi, using a thermal colour meter so as to constantly have real colours, and more importantly, constant results over time. This is thanks to the two custom pre-sets (tooth and face icon) that keep settings unchanged. By simply moving the bezel from "tooth" to "face", you will have the perfect setting for your dental photos.





TECHNICAL CHARACTERISTICS

- 4/3 micro sensor with 20,000 Pixels
- Olympus Zuiko macro lens 60mm f 2.8
- flash macroluxPRO including 7 interchangeable filters
- WB already calibrated for the two default settings
- professional videos in 4K format
- possibility to export images via Wi-Fi
- images recorded in both jpg and raw mode
- Rechargeable lithium battery for camera and flash
- Weight of just 1,200 g for the whole kit (1 kg less than the classic Nikon or Canon kits)
- video tutorial already loaded to the attached SD card
- possibility for customised settings
- practical, hardwearing carry case
- dentalphotoPRO® 5-year warranty
- Free phone assistance

N.B. the technical characteristics of the camera may undergo slight variations according to availability at the time of order



macrolux[®] PRO

In the dentalphotoPRO[®] box, as well as the flash complete with light conveyor, you will also find seven interchangeable Plexiglass filters:

- 2 opaline white
- 1 black
- 2 black with central hole
- 2 black with asymmetrical aperture

The seven blades permit endless types of different lighting, depending on the combinations used. Another advantage of this modular system is the constancy of the chromatic balancing. The white balance is constant regardless of the chosen combination, simply due to the fact that all the blades are made with the same material.

STANDARD LIGHT



HIGH-CONTRAST LIGHT



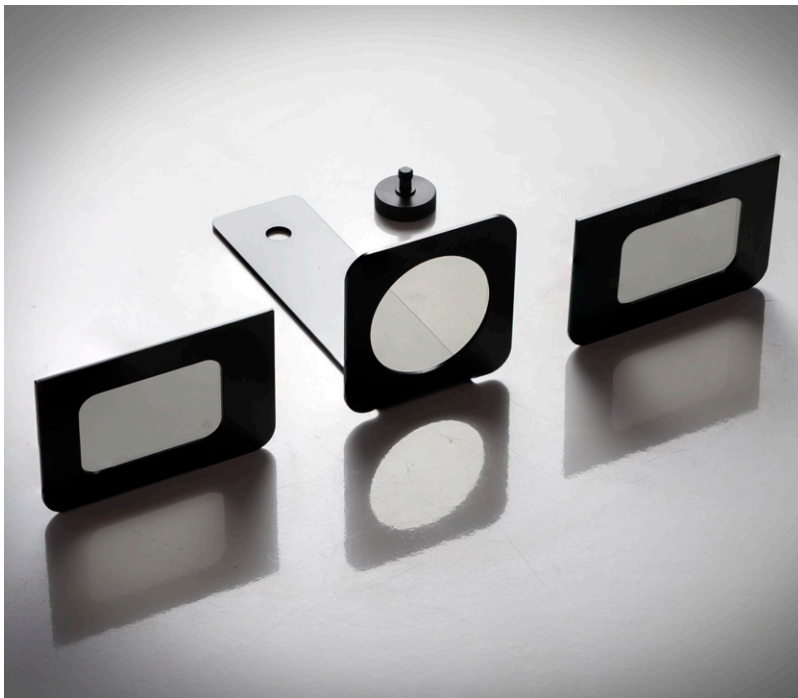
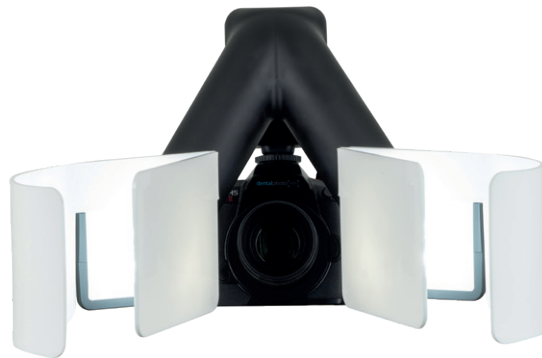
CONCENTRATED LIGHT



ACCESSORIES

BOUNCER KIT

The specific shape of these diffusers generates a double reflection for a very soft effect. The graze direction of the light adds a notable three-dimensionality to the image. In this case too, the practical, easy operation makes this a quick and effective solution.



POLARIZED LIGHT KIT

Polarized light makes it possible to eliminate non-metallic reflections as well as aiding your technician in assessing the teeth's degree of transparency. With this practical kit, consisting of two polariser filters and a bracket to fix under the camera, plus another filter for the lens, you can obtain this result in a matter of seconds.

VIDEO KIT

Thanks to the lightweight camera body, it has been possible to create a bracket with clamp to secure directly to the dental unit for filming videos as you work. The kit consists of a bracket, a clamp, a ball head and a LED light with movable blades.



BACKPACK

As well as the standard case that comes with the kit, today it is possible also to have a practical backpack for those who move about often and need more practical, easy use. Especially for consultants who move through large cities on two wheels.



PARAMOUNT LIGHT KIT

Designed specifically for dental surgeries dealing in aesthetic dentistry, the Paramount light kit makes it easy to take professional portrait photographs. The solution is chosen after inspection, according to the size and type of setting. The choice of umbrella or soft box and wall or ceiling installation can be decided on a case-by-case basis. The results of this technical lighting layout, one of the most effective in professional portrait terms, are guaranteed. In this case too, easy use and fast action are guaranteed.





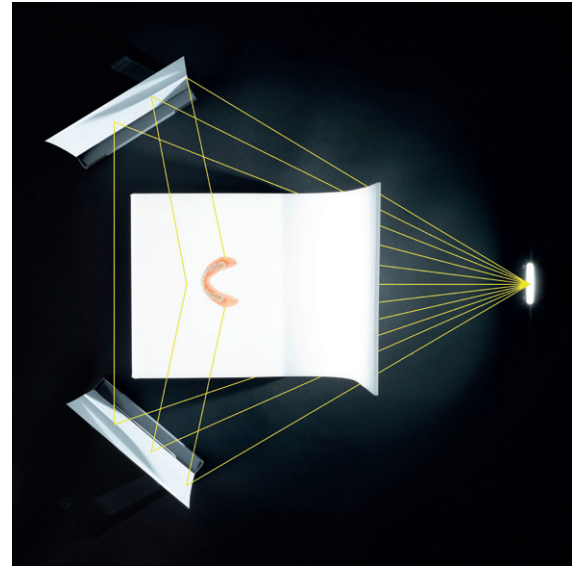
UMBRELLA
wall installation

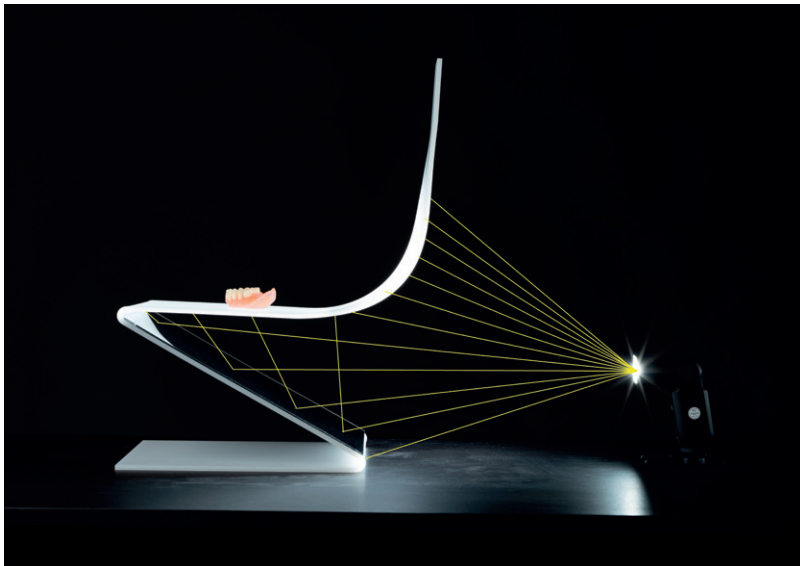


SOFT BOX
ceiling installation

macrozeta [PRO][®]

Now you can create splendid images of your work without needing any particular photographic skills. Simplicity, rapidity of action and the quality of the results mean that you can easily satisfy this requirement too!





The macrozetaPRO® is the ideal tool for your still-life photos. It consists of a thermoformed ledge in opaline, frosted Plexi, a flash (that is automatically triggered by any other flash source) and two mirrors to reflect the light. Its particular shape means that perfect images where the subject already looks perfectly cropped can be taken in no time at all, simply by combining the power of the two flashes and the position of the mirrors.



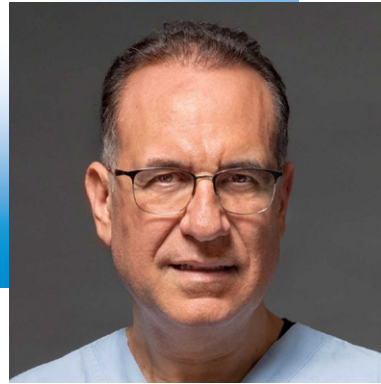
The kit is also provided with clear and simple instructions for immediate easy use. Those who love "dark" photos will find a gloss black curved plate in Plexiglass inside the kit, for photographs with great effect like the one here below. The main thing is that it is all quick and easy to use.



The first genuine photography training academy dedicated to dentistry. For the first time, the know-how of an experienced photographer is combined with that of dentists trained to provide the best photographic and clinical information.



Prof. Angelo Putignano
Science Director



Dr Pasquale Loiacono
Educational Manager



Piero Principi
Photography Manager

TEACHING STAFF

DR A. CABURLOTTO
DR S. CHIRICO
DR P. LOIACONO
DR V. MUSELLA
DR F. SEMPRINI CESARI
PIERO PRINCIPI

MAIN BRANCHES

Musella Training Center
Modena

Cultural Conference Center
Rome

Pastorini Professional
Cagliari

COURSES



DENTAL PHOTOGRAPHY

FOR HYGIENISTS AND DENTISTS
(max, 10 participants)

- Basics of photography
- Macro photography
- The secrets of Depth of Field
- Lighting basics
- Clinical procedures, photographic status, and practical exercises under a medical practitioner



STILL LIFE PHOTOGRAPHY

FOR DENTISTS
(max. 10 participants)

- Advanced photographic techniques
- Lighting techniques
- The benefits of Focus Stacking
- Post production
- Multimedia presentation
- Practical exercises



ADVANCED LIGHTING COURSE

FOR EXPERTS
(max. 5 participants)

- Advanced photography techniques
- Physics of light
- Colour psychology
- In-depth study on white balance
- Advanced post-production
- Practical exercises

REVIEWS

Dr Andrea Balocco - Aosta

"Today I got back my micro 4/3 camera, with settings optimised by Piero Principi. Piero, like the professional and gentleman he is, helped me free of charge. I would like to point out that my camera is compatible with his system, but I did not buy it from him and we do not have any business ties. I can only thank him by saying that his idea, applied to dental photography, has greatly improved the ergonomics, ease, and quality of my documentation. Thank you so much, Piero!"



Odt. Alberto Battistelli - Rome

"Meeting Piero Principi has had a natural numerical impact! In fact, when I heard him talk about photography, not only based on ideas or tastes, but on the objectivity of mathematics, I immediately felt at home. For more than thirty years, I have been working in dental anatomy based on the abstraction of numbers, the only way to report it and help everyone to understand it. Well, Piero does the exact same thing in his professional field, making all the theories objective and undeniable, such as lighting or diffraction control, for example. We need to leave certain subjects to be dealt with professionally only by actual professionals. I agree with him when he says "no one would have their teeth done by a photographer" and therefore, the concept also applies the other way around. These figures are then translated into shots during everyday use and it is here that Piero has fine tuned the dentalphotoPRO® to make everything easier and possible for the less expert photographer. Piero should not be confused, as I have heard, with a camera shop. He is a professional who works with us and who, from time to time, helps us assemble the best the market has to offer for math photography, which he explains so well, making our lives much easier."

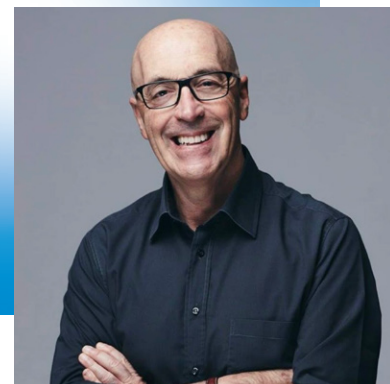


Prof. Ugo Consolo - Modena

“Photography is an essential tool for the dentist, for a whole variety of reasons, from documenting a patient’s condition and the quality of the treatment given (also for medical and legal protection), to highlighting useful details for the perfection of diagnoses and treatment plans. For those who are dedicated to research, photography is often an essential means to illustrate and share their results with their fellow professionals. Achieving these aims requires technical equipment of a level that offers impeccable quality using simple, effective procedures that are possible for the less experienced photographer. Who hasn’t gone through the disappointment of a clinical case treated perfectly but unsatisfactorily documented, before immediately thinking that the solution lies in purchasing increasingly complex photographic equipment? Following this path, the remedy often turns out to be worse than the problem... Thanks to its technical and operational characteristics, the dentalphotoPRO® method developed by Piero Principi is today the most highly developed, effective answer to the needs of modern dentistry.”

Dr Roberto Ferro - Padua

“I have never been a photography enthusiast, although I still consider it an essential support for dentistry. And this is why I have always left taking photographs to my colleagues, with all of the pros and cons this may involve, especially the fact of having to depend on the skills of others. Two years ago I was introduced to Piero and his specific photographic equipment for dentistry... And that is when my approach changed and everything became simple, interesting, and fun, also because... Piero is always there. His spontaneous, constant availability is something that is increasingly rare to find these days.”



REVIEWS

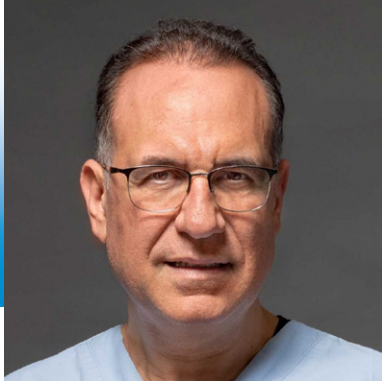
Dr Alberto Fonzar - Trieste

"I "arrived" at dentalphotoPRO® almost by accident, because my technician, Gianni Rosso, had bought it before me. I immediately understood the huge "leap" in terms of quality and technology, between these cameras and the ones I had been using over the years: simple, immediate use, quality images in all conditions, with different operators and specialities, possibility to enlarge photograms while maintaining excellent resolution and making dentalphotoPRO® a tool that should be part of the equipment of every dentist. The professional courtesy and availability of Mr Principi is most definitely an excellent added value."



Dr Guido Golfieri - Como

"I have been teaching dental photography for over 20 years to dentists, dental technicians, hygienists and dental assistants, and finally, we now have the only genuine innovation and epochal revolution in the dental-photographic field. Piero has been able to take on board the needs of professionals, putting together a top product in every sense. Quality, easy use and maniacal management of light for the most advanced. The only thing I recommend is to try it in a work setting. As well as being a superlative professional, Piero is immensely skilled and incredibly helpful. I don't want to say more, other than try out the system he has developed and you'll fall in love with it!"



Dr Pasquale Loiacono - Tropea

"It is an absolute pleasure to share my experience with the dentalphotoPRO® camera, an evolved system that aims to simplify life and the work of dentists who use photography on a daily basis. Piero Principi's successful idea has been to combine the quality photography and versatility of the "micro four thirds" system, with a simplified work flow that does not take away the possibility for more expert photographers to achieve excellent results. It is a system - we can't consider it a simple "camera" - that offers great satisfaction to all clinical users and has a rightful place in the dental photography setting."

Dr Roberto Luongo - Bari

"I have been through a lot of cameras since I started taking dental photography with an analog Yashica Dental Eye, about 25 years ago, and all of them have been heavy and unwieldy. Every time, it would be about a year before I could take decent photos, since the cameras were calibrated for everyone except dentists! Finally, since I have been using the dentalphotoPRO®, life has gotten so much easier. Finally, a lightweight camera, but above all, a model that is easy to use and has no manual settings that need to be changed every time. And there is also an expert in the field, Piero Principi, who is always available for advice or for updates to the camera."



REVIEWS

Dr Giorgio Menegazzo - Venice

“Collecting details on dental patients has always - and now, more than ever - been essential to dentistry, especially from a medical and legal standpoint. Piero Principi has created a camera that I wanted to use from the outset. Now that it has a new flash, it is absolutely extraordinary. And it still has all of the characteristics that make it unique in the dental camera field. Its light weight, easy use, constant lighting and colour performance, along with the autonomy of the battery that powers the new flashes, the polariser filter and new bouncers, all make this a system that has no competitors. Particular mention should go to Piero Principi for his support and availability. Always.”



Dr Vincenzo Musella - Modena

“It has always been said that simplicity is the true form of greatness and when you add this to quality, it becomes excellence. This combined system of flash, camera body and lens is the ideal tool for those looking to achieve the correct photographic documentation in a simple, efficient manner and with quality results.”



Dr Elisabetta Pastorini - Cagliari

"I began documenting cases many years ago, and it took up a great deal of my time and energy. Everything changed when I got to know Piero Principi, who made the whole procedure so much simpler with his innovative camera. I cut documentation time in half, while still obtaining excellent quality photos. I would like to stress that as well as being extremely professional, Piero is also immediately helpful. I would recommend the dentalphotoPRO® to everyone, Anyone can use it, whether they are experienced photographers or not."

Dr Angela and Dr Domenico Puma - Agrigento

"We are siblings, both dentists, and we have been working in Sicily for a number of years. We tried the camera developed by Piero, at the surgery of a colleague in Puglia and we fell in love, both with the camera and with the accessories that Piero patented (like the macrozetaPRO®) to obtain excellent intra-oral or extra-oral dental photos and photos of prostheses, especially for those who need to show their work at different conventions and in reports, like we do. The simplicity of the settings, the predictability of the finished photo, and the extremely easy use by anyone is the strength of this equipment, which Piero has meticulously patented. He continues to improve it so that our photo documentation is easier, efficient, and above all accessible to everyone."



REVIEWS

Prof. Angelo Putignano - Ancona

"I've been taking dental photographs for 40 years and during this time I have changed plenty of cameras and lenses, up to a Nikon 7000 and 105 micro Nikkor lens with diffusers for the front and a Tokina 100 with ring flash at the back - so stressful! I've known Piero for a long time, and I have always admired his preparation and determination. I was curious about his camera. I wanted to try it, and what can I say? I have rediscovered the pleasure of intra-oral photography. You should try it too."



Dr Gioele Semprini Cesari - Rimini

"I recently had the pleasure of using the dentalphotoPRO®, created by the talented Piero Principi. This camera is an absolute revolution for us dentists. It makes everyday clinical documentation easier, guaranteeing top-quality shots in record time. Piero's innovation has notably improved my practice in Rimini, making communication with patients more efficient and with greater impact. I am pleased to recommend dentalphotoPRO® to all my colleagues in the sector."

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