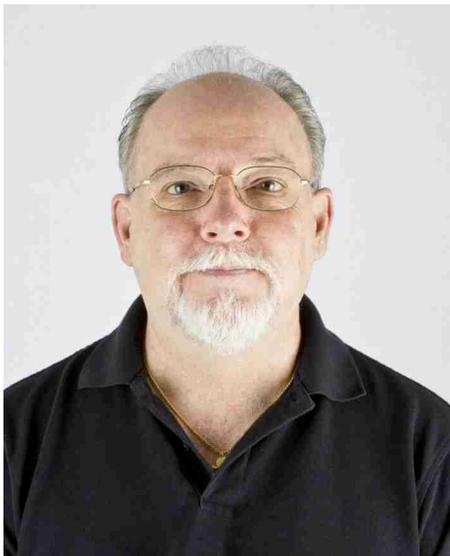


Focused on Helping People, BING Innovations, LLC is Bringing to Market their Revolutionary DentalVibe® Injection Comfort System that Eliminates the Pain of Dental Injections

**Healthcare
Dental Devices
(Private)**

Bing Innovations, LLC

**5455 N Federal Hwy, Suite O.
Boca Raton, FL 33487
Phone: 877.503.8423
www.dentalvibe.com**



**Glenn Riser
Chief Executive Officer**

BIO:

Glenn has over 35 years of experience in operations, technology, manufacturing, sales, marketing, and finance; and has held senior positions with Fortune 40 to 500 companies in the retail, consumer goods, logistics and media industries. Prior to this Glenn served honorably in the US Army and as a civilian for the US Intelligence Agencies. Glenn has held the position of CEO for Bing Innovations since November, 2011 and has

focused his energy on revamping all of the key aspects of Bing Innovations to ensure its success.

Company Profile:

About Bing Innovations, LLC

BING Innovations, LLC, established in 2008, is the exclusive provider of the DentalVibe® Injection Comfort System, a revolutionary, patented, and award-winning dental device that uses VibraPulse® technology to eliminate the pain of dental injections. DentalVibe, invented by Steven Goldberg, D.D.S in Boca Raton, FL, is FDA-approved and registered and is proudly assembled in the USA. BING exists to improve patient comfort by developing cutting-edge products for health professionals. To learn more, please call 877-503-VIBE (8423) or visit [www. DentalVibe.com](http://www.DentalVibe.com).

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine**

CEOCFO: Mr. Riser, what is your vision at Bing?

Mr. Riser: Our vision is to provide new medical technology that is focused on alleviating pain in dental and medical patients. What we try to do is look at all the different pain points for individuals; in terms of needle injections because that creates the fear that most people have of going to the dentist or doctor. That is our primary vision for the company, all driven by medical technology and focused on alleviating pain.

CEOCFO: Would you tell us how you came upon the technology and how it works?

Mr. Riser: Actually, Dr. Steven Goldberg, who was the inventor of DentalVibe and a member of our organization, found a study that was published in 1965 called the "Gate Control Theory of Pain." I am not a doctor; I am a CEO and a business guy, but the basic concept behind the Gate Control Theory of Pain is that the spinal cord has the ability to block certain signals that are sent to the brain. For example, vibration travels faster than pain, so the VibraPulse technology that we use for the DentalVibe effectively sends vibration signals to the brain first. They travel faster and that inhibits the transmission of pain to the brain so the vibration itself really gets there first. The Gate Control Theory of Pain also works on other parts of the body. We are in the process of producing another product called MediVibe, which is using the same VibraPulse technology for applications outside of the mouth. If you want a simple way to look at DentalVibe and our new product MediVibe, it would be that DentalVibe is patented and FDA-approved for applications inside the mouth. MediVibe is patented and will be approved by the end of this month for applications outside of the mouth. So, for example, with Botox injections, dermatological applications and things like that which are relatively painful when you get an injection in your face. The same theory applies to both of these products.

CEOCFO: To your knowledge, has this been tried before and what has been the stumbling block?

Mr. Riser: There have been other products on the market; the big stumbling block in our opinion is education.

If you look at the way dentists and doctors are trained today, they basically learn how to perform the applications that they perform based on the way they are taught. For example, in dentistry there are the use of topical ointments for numbing the gum prior to an injection or shaking the lip, which are the things that people were taught for years and there is a perception by many dentists that they do not create pain, but that perception is not shared by their patients. One of our biggest hurdles, which we are doing a lot to overcome, is actually educating the dentists and the doctors who will be using our products to change. Sometimes when you are running a practice or even a business, it is difficult to change that, because you don't have the time. One of the things we are doing to overcome that is we have launched a pretty significant PR and branding campaign, which is to a certain degree informational to patients as well as dentists. We are also in the process of working with several universities we have visited. The DentalVibe is being used at many universities right now and we are working to get clinical studies done. For example, there are eight different doctors using the DentalVibe at Harvard, there are several using it at NYU, and we are going through a process right now of formalizing those relationships so that we can actually get clinical studies done. The benefit of this is that we are lecturing and teaching the upcoming dentists, those who are going through dental school and in the near future medical school, so that they learn to change as they are going through school and do not go out into the industry and have a more difficult time changing once they have their practice.

CEOCFO: How are you reaching the public?

Mr. Riser: We have a two-pronged approach. When we first started we targeted dentists specifically, of which there are about 150,000 in the United States and probably a million worldwide in addition to the 150,000. We have trade magazines for the dental side of our business such as Inside

Dentistry, Dentistry Today, and Dental Town. We reach out to dentists through PR and also through our web technology and press releases. 5WPR has done a great job of helping us select the events that are most important to us and, in addition, getting us coverage on ABC, NBC, CBS, and FOX affiliates. We are reaching the dentists from a trade perspective through trade shows, seminars, and publications that are specifically targeted towards them, but we are also reaching out to patients because there are more patients in the United States and the world than there are dentists. From the most recent studies, there are approximately forty million people in the United States that do not get dental care because they are afraid of perceived pain. We are reaching out to them through magazines such as Shape and Palm Beach Gardens

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Lifestyle Magazine. We just recently had a Sun Sentinel cover article which got rave reviews in south Florida as well as the internet social media programs we are running now. We are really running a two-pronged campaign, one to drive the patients to the dentists and the other to make dentists aware of the technology. The convergence of patients and dentists is our strategic focus to make the sales for DentalVibe grow.

CEOCFO: What is the actual product and the revenue model?

Mr. Riser: The actual product is a DentalVibe that comes with a charging unit and a hand-held device that has disposable tips; the tips are one-time use. A dentist may give three shots to one patient, so when we first started, many dentists had the perception that there was a cost per shot, but it is really a cost per patient. The average cost per patient is about

\$1.19 for the tips. Our revenue model effectively is selling the DentalVibe itself: the hand-held unit, the charging unit, the adult and child tips. We are coming out with a new tip probably in the next thirty to sixty days that is going to be a medium sized, in-between the adult and the child tip, because we have learned that different types of tips are required to reach different places within the mouth. We also learned as part of our design that children's mouths are smaller than adults' mouths, so the child tips, for example, are 25% smaller than the adult tips. Those are the basic products. We also have what we call finger puppets because they can go on the end of the hand-held device and they capture a child's attention while the device is being used. The child can take the finger puppet with them when they leave so they get a comical character such as a lion's head or zoo animals. Our basic strategy is to sell the DentalVibe. We have adopted Good Vibrations as our theme song around the office. We sell the DentalVibes to dentists. If for example, they have a five-seat practice, they should buy five units, and if they have a single-seat practice, they will buy one. For the tips, we anticipate that they will run through based on the average patient load about three boxes of tips per month so our goal is to drive the sale of tips as the annuity income piece of our model.

CEOCFO: Is your manufacturing plan in place?

Mr. Riser: It absolutely is! Mark Lorberbaum, who is the key investor as well as a visionary for the company, has worked together with Dr. Stephen Goldberg for quite some time. They brought me in November of 2011, and one of my primary actions was to pull manufacturing from China back to the US because we were having a great deal of quality issues, and the logistics cost for the product was significant. We have moved our manufacturing back to the US. We have a vendor in Weston Florida, which is about a forty minute drive from our office, much closer than China. It is

named Contract Manufacturing Solutions Inc. and does all the assembly of parts, the shipping and all of that for us. They also do the engineering, the testing, and the product improvement pieces for us. We are using a company named Florida Custom Mold out of Odessa Florida for injection molding, which is also much closer than China. They are about an hour and a half from us, which gives us the ability to react and respond quickly; plus it gives us the production volumes that we need to support any level of growth that we are going to have. Many people told me it is much cheaper to do business in China, and based on the quality issues, it was actually more expensive for us to make it in China, so we make it one time in the US and we make it right. We also have the ability to get in the car and drive down and look at the operations versus conversing over a long distance telephone line to try to figure out visual problems with the products. It has made a huge difference to us. We have also revamped our technology platform. We have revamped our marketing, our sales, and 5WPR has been very helpful in those areas. I have also changed the organization here since November, so we are on a constant track of improving the company. I tell everybody that what is important for a successful company is having all five of your horses, which are marketing, technology, sales, production, and accounting, all running at the same pace as one, not running ahead of each other. The worst mistake we could make would be to drive up customer demand through marketing and not have the product available to supply the demand. That has been the key focus for us since November.

CEOCFO: Would you tell us about the new website for DentalVibe?

Mr. Riser: The new website is really neat. We have engaged a company named Orbital Alliance out of Orlando, Florida and their specialty is internet marketing as well as website development. What we put in place is what many of people around here refer to as a website. I call it our new technology platform because it really is a premier website with an integrated customer relationship man-

agement system, and an order management system, which is integrated with our third-party provider, so as orders come in, they are automatically transferred to CMSI (Contract Manufacturing Solutions Inc.) in Weston Florida and shipped. It is a very integrated unit that is also integrated with merchant services, applications, an email marketing engine, and analytics aggregator so that we have immediate visibility into the sales, the customer service functions and all those types of things so the platform itself is extremely sophisticated. Our website itself is broken down into two pieces, sort of like our marketing strategy and it has a patient side and a dentist side. A patient that has heard about the DentalVibe can go onto our website and they can go to a dental locator and type in their zip code and find out which dentists are using the DentalVibe in their area. If their dentist is not using it, there is a call to action that basically tells their dentist by sending an electronic message saying that it would be great if they looked at this new product. The patients can actually go research the DentalVibe and find a dentist in their area as well as reach out to their dentist if they are not using the DentalVibe. On the dentist side, the dental locator is a valuable marketing tool. For example, we have a number of dentists, but the one that comes to mind is located here in Boca and the patients that he has used his DentalVibe on have come back saying they did not know they had an injection. I do not know about you but the times I have been to the dentist and had an injection I knew it. Having children and family members do YouTube based testimonials is a very strong message to send. Each dentist that is on our locator basically gets free marketing because they have their testimonials and they have what we call a micro site on our webpage that basically highlights all of the things for their practice. We learned that approximately 65% of the people that use the internet today do it from a research perspective. We also have a wide base of collateral information, white papers, articles, studies, and such that either upcoming dentists or patients who are trying to keep up with technology can go to our website

and download. We are trying to provide and foster a collaborative environment for both the patients and dentists on our website.

CEOCFO: Is Bing Innovations funded to get through all the continued development and commercialization?

Mr. Riser: Absolutely! Bing was incorporated in 2008, and we went through about a three-year investment period, which I call our start-up phase. We are probably two months away from getting out of the investment mode and running this company solely on revenues, so our sales trend has gone up to such a degree that we are going to be terminating investment dollars probably in the August timeframe. I think the commercialization process is in full gear and a great reason for that has been the technology and the PR as well as moving the product to the US. That has been a great selling point for us and people want to buy something that is made in the US, so I think we are moving at a very strong direction from a revenue perspective and our sales are increasing daily which I am very happy about. Mark Lorberbaum, who is the key investor in the company, is very excited about that as well because this has been his vision. He learned about the DentalVibe by going to Dr. Steven Goldberg who was his dentist. Steven used the prototype on him and he thought that it was such a miraculous device that he got together with Bing and with Steven, and invested in it, so he has been a driving force for us.

CEOCFO: Why should investors pay attention to Bing Innovations today?

Mr. Riser: Bing is a first-class organization. We are not large in terms of staff, but we are implementing best business practices throughout the company. Our focus is helping people, which is always a good focus, but our culture really features mutual respect, collaboration, and courtesy all combined with an entrepreneurial spirit. I think people need to watch out for Bing and its progress because of our focus, which again is really helping people. We are building a business here and our products are great, but what makes the product grow and what makes it credible is the business

behind the product. Bing is using world-class business practices at its current size, and even though it is not a requirement we are Sarbanes Oxley

compliant at our level. We know that we do not need to be Sarbanes-Oxley compliant for a year or two, but we are maintaining all of the best industry

standards and the good business practices now to become a substantial force to reckon with.



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