

A POWERFUL CAMERA FOR POWERFUL DENTISTRY

Shofu's EyeSpecial digital dental camera facilitates predictable acquisition of superior quality images

Matthew Standridge, DDS, started practicing dentistry in a rural town in Kansas where he wore multiple hats—restorative dentist, orthodontist, implantologist, etc.—and that experience endowed him with a broad skill set. “Over time, however, I gravitated toward orthodontics and airway-focused dentistry,” he says. “I also began teaching and now mentor other dentists through continuing education programs, where I emphasize systems that are efficient, profitable, and rooted in sound biomechanics.”

After acquiring a second office in 2017, Standridge ultimately merged the two offices into one practice in Yates Center, Kansas, where he began building an orthodontic and airway department from the ground up. “Our philosophy is centered around comprehensive care with a focus on function, facial balance, and long-term health,” he says. “We aim to deliver not just straighter teeth but better breathing, better sleep, and improved quality of life—especially for children and teens.”

As a practitioner, Standridge prioritizes clinical excellence, clear communication, and empowering patients. “Whether I’m helping a teen with confidence or a tired adult to sleep better, it’s all about achieving results that matter in real life,” he says. “And it’s important to me that my team and I make those outcomes understandable and visually compelling.”

One of the primary ways that Standridge accomplishes that goal is through clinical photography, which he initially pursued to acquire excellent documentation for his orthodontic cases. Although photographic documentation is essential in monitoring patients’ progress and as evidence for insurance claims and other legal issues, Standridge quickly realized that the true power of photography was in patient education. “Once I saw how patients responded to high-quality images—especially when they could see their own progress—it became an



Matthew Standridge, DDS

Nine preset shooting modes to get perfect pictures every time.

It is chemical, water, and scratch-resistant for infection control protocols.

Smart features such as autocropping, autofocus, image stabilization, and zoom enable the acquisition of high-quality images.

Auto flash adjustment for true color.

Large LCD touchscreen works with exam gloves.

The durable, ultralightweight body permits comfortable one-hand use.

Why I Invested

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essential communication tool,” he says. “Now, photography is part of how we educate, motivate, and build trust. We strive to take photographs for all new patients because I have not found a better tool when it comes to creating awareness and engaging patients in discussions of their oral conditions. It’s a game changer. It moves the conversation from ‘Do I really need this?’ to ‘When can we start?’”

To acquire all of the different types of images that he requires in practice, Standridge uses Shofu’s EyeSpecial smart digital camera, which is designed exclusively for dentistry. The EyeSpecial features intuitive one-touch operation and an ultralightweight, sleek body with a large LCD touchscreen that can be used with a gloved hand. With 12-megapixel clarity, an exceptional depth of field, fast autofocus, superior image stabilization, and several other built-in attributes, it is designed so that all team members, regardless of their level of experience with photography, can acquire superior quality images. “I first heard about the EyeSpecial through my orthodontic training and was impressed by the consistency of the photos it was producing,” Standridge says. “What really sets it apart is how intuitive it is to use. It’s built specifically for dentistry—sharp intraoral images, minimal learning curve, and it doesn’t require all the bulky attachments of a DSLR system. I joke in my classes that my office used to be a graveyard for cameras because I have used so many different systems in the past.”

Unlike traditional DSLR cameras that require adjustments to the f-stop, shutter speed, flash intensity, and other complicated settings to achieve success, the user-friendly EyeSpecial is ready to go right out of the box. With its nine preset shooting modes and proprietary FlashMatic system that blocks out ambient light, consistent images can be captured every time. “Integrating the EyeSpecial into my team’s daily routine was extremely easy,” Standridge says. “Within an hour, my team was confidently capturing a full photographic series for consults and progress checks. Because



(1. AND 2.)
Pretreatment and
posttreatment
retracted
photographs of
a patient that
were acquired
by Standridge’s
team members
using the Shofu
EyeSpecial.



the camera is designed with preset modes for dental use, there’s no need to fumble with lighting, exposure, or macro lenses. That consistency has made our workflow faster and our imaging more reliable.” In addition to requiring less technical expertise, the EyeSpecial is optimally balanced to permit comfortable, one-hand use and is chemical, water, and scratch-resistant, which facilitates easy disinfection between patients for compliance with infection control protocols.

According to Standridge, the EyeSpecial is especially useful in orthodontics for consults, progress tracking, and case finishes because the before-and-after comparisons are crystal clear; however, he emphasizes that it is beneficial to all of the clinical dentistry that he performs. “I use it during myofunctional therapy evaluations to track changes in tongue posture and oral habits and for airway and TMJ cases, where capturing the profile and smile dynamics is critical,” he says. “Also, I still do general, restorative, cosmetic, and implant dentistry, so having great photographs is pivotal in treatment planning and communicating with our laboratories. Photography is a universal tool in dentistry. For general dentists, it enhances case presentation and laboratory communication. For specialists, it improves interdisciplinary communication. And for hygienists, it’s a great tool for showing patients what they often can’t feel, such as plaque buildup, inflammation, or early recession. Photography brings clarity to our conversations.”

For practices that truly want to leverage the power of dental photography, Standridge recommends acquiring the EyeSpecial smart digital camera. “It pays for itself in improved case acceptance and workflow efficiency,” he says. “Having the fanciest macro lens and flash system doesn’t mean much if it’s cumbersome, difficult to use, and not being used regularly. Photography has become more than documentation in our practice—it’s a daily tool for connection, education, and transformation. It’s elevated how we present treatment, how we train our team, and how our patients see themselves. That’s powerful.”