
Smell-o-Vision.tv

Smell-o-Vision: Fact or Just Virtual Reality?

Smelly vision, smell-o-vision, or smell-e-vision, collectively or individually are names that refer to a system or piece of hardware that has the ability to release odours during the broadcast or transmission of a game, movie or other forms of entertainment. This system has applications both in the home and in the office, for entertainment or shopping, even relaxation, medical and educational advancement. The Scent Marketing Institute of New York City have estimated Scent marketing is currently valued at \$80 million in America. It is estimated that this number will reach more than \$500 million by 2016, and upon the advent of scent enabled internet marketing this figure is expected to double or even triple within a few short years.

Scents and smells can be transmitted online by first converting them into a digital format, then sending them via a streaming service or in an e-mail, finally receiving them and decoding them using a specialist system which then creates the smell via the hardware. Scent Dome created by Trisenx does just that, what's more it doesn't take a lifetime to process; data is sent quickly over any broadband connection and can be received within seconds! Recent issues of both Trends and Fortune magazines have identified the digital scent category as a massive emerging market. This will come as a shock to many as it was speculated especially on the part of Korea, that the technology would not be ready until around 2015!

The applications for this technology are endless; maybe in the future when shopping online for fragrances one would be able to smell the samples before making their purchase. It is a very feasible idea as most fragrances are limited to the number of ingredient families, and have very clear undertones to make each perfume or aftershave unique. Current technologies in this area suggest that in the very near future a simple silicon chip based device would be able to create over 6,000 unique smells which when combined may create thousands more. Eventually it is hoped every DVD and major film producer will incorporate smells into the experience. With every DVD you purchase you will be supplied with a set of fragrance cartridges or perhaps a small chip ready for your smelling pleasure. The American retail giant Wal-Mart has already set president by distributing scent enabled DVDs together with hardware during summer 2007.

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What's so special about smell? The human sense of smell is the most potent and primal of all our senses, being the first of our senses to evolve in the evolutionary chain, it's no surprise then that smell has the most accurate level of recall. Many studies have shown smell can be used to improve memory retention via association as scent is processed by the

Paleomammalian brain; a part of our brain which is also responsible for the function of memory, emotions and behavioral temperament. This would seem obvious to the reader as it is likely you have many associations of smell with an emotion or a place, maybe a feeling? There are also benefits for educational and training purposes; scents can help embed information into your long term memory, giving the pupil multiple anchors for retrieving and processing information.

The sense of smell can help to make content more compelling and immersive for the viewer, by creating mood, foreshadowing and ambiance. The viewer will have a heightened sense of, time and space as smells can aid in establishing the scene, and season. Scents are also known to intensify emotions including love and fear as many people associate good emotions to specific smells. In summery the viewer will be more engaged and involved, and have a sort of virtual reality experience. Smells have already been used by film producers to add to the plot such as in *The Scent of Mystery* where the assassin smoked a pipe, creating depth in the character.

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There have been many studies into the benefits of custom smell in every day life, a recent study conducted by Brown University, Providence, R.I. Showed many positive results. Rachel Herz, a visiting assistant professor of psychology at Brown and the lead scientist said the study adds to science's mounting understanding of olfaction. Results, however, may also be of interest to marketers. She said retailers and restaurateurs want to offer a pleasant experience. A small but growing group use signature scents to create a positive association with consumers. "Using odor to improve mood has industrial applications," "Scent could even be used in schools or hospitals to improve performance or speed of recovery."

This is no unique discovery but a large understatement. There have been numerous studies conducted into olfaction and many hundreds in industry have already tried and tested various applications. Scent marketing and manipulation are high on the agenda of many marketing and advertising firms. Various studies including the work of Wen Li of Northwestern University in Chicago have found humans to be highly susceptible to minute and even undetectable concentrations of odors. This study which was also published in *Psychological Science* indicated there are behavioral and emotional implications which can be manipulated so long as the scent is only subliminally and not consciously detected.

This idea is being tested by many pioneers in advertising and marketing, it has even been adopted for use at the 2008 world-class corporate Davos Global Economic Forum. Swiss chemist Laudamiel known for work with

fragrance giants including Abercrombie & Fitch, Estee Lauder and Ralph Lauren, together with colleague Christophe Hornetz who of Berlin famous for collaborative work on the smell-o-vision version of the 2006 film *Perfume*, mutually composed a unique scent program for attendees of the prestigious conference. Eight devices were installed inside the center to manipulate the thoughts, emotions and decisions of major global figures including Microsoft's Bill Gates and United Nations chief Ban Ki-moon. "The 50 percent who do not notice (the smell) they are still going to feel better than in previous years, and they will not know why ... but they will put it down to something else"; Laudamiel.

History

Scents have been used for healing and recreational purposes for thousands of years but Smell-o-vision has actually been around longer than most people think. Smell was added to movies even before sound! Smelly vision made its global debut during 1916 in a Family Theater owned by Hans Laube in Forest City, Pennsylvania where the scent of rose oil filled the room during a Rose Bowl game, although still in its primitive form it had a great reception. Unfortunately this seemingly great idea was drowned out by the eventual introduction of speech and sound, it seems other more natural elements in conveying information such as speech and color pictures had to be mastered before smelly visions reemergence.

Hans Laube then invented a system that allowed scents to be streamed through individual seats in movie theaters, in 1939 Hans unveiled his latest invention at the New York World's Fair however it was shelved again until the 1960's despite Hans persisting the time had come, (color TV was still in its development at this time) Hans had now refined his invention for the producers of the 1960's mystery film *The Scent of Mystery*. Despite the media hype in publications such as the New York Times the invention failed to satisfy. Some complained smells were emitted to late, others couldn't smell anything at all. Smells were triggered by signals recorded on the "smell track" similar systems of that period include the Aroma-Rama which used pump systems and the theaters ventilation system for releasing the fragrance. For the first time scents were being emitted automatically and with reasonable timing to coincide (somewhat) with key scenes.

It was another 20 years until the next emergence in 1982, this time to ensure there were no technical difficulties the smells were transferred to "scratch-n-sniff cards" for John Waters "Polyester in Odorama". The "scratch-n-sniff cards" proved to be popular and have been used many times again; in 1992 when MTV screened *The Scent of Mystry* and again in 2003 for *Rugrats Go Wild*. A few years later, during 2006 two movie

theaters in Japan offered an array of aromas to selected backseat viewers of the "The New World". This was made possible by the innovative work of NTT Com who have gone on to offer various home applications of this technology similar to that offered by Trisenx and other market leaders.

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Today With the major leaps in technological innovation, and increasing demand for good quality entertainment, we may see Smell-o-vision become the next big thing. We have all seen the success of You Tube, who is the world's biggest online video site, streaming around 100 million videos each and every day. You Tube was purchased by Google for a record \$1.65 billion in 2006! Another substantial market exists in advertising, In the UK alone Google generated over \$650 million in 2007, outdoing ITV1 who are notorious as the number one advertisers in Britain. Given the increasing demand for scent marketing and the massive growth in the numbers of internet goers the possibilities for Smelly Vision seem endless.

Just in March 2007 100 C-Store gas stations tested technology that pumps a distinctive coffee aroma into the station in a bid to increase coffee sales. Marketing is anticipated to have a revolutionary turning point according to many industry professionals. Some psychologists and scientists have been exploring the controversial possibility that humans will evolve their vomeronasal organ to a point where we will have the ability to choose a partner based on their smells pheromones alone.

Entertainment is expected to be a considerable part of the industry. The entertainment and media industry are anticipated to be worth an eye watering \$1.8 trillion by 2010 (equal to the GDP of the UK) according to accounting firm PricewaterhouseCoopers. This figure has grown substantially due to the spread of broadband, wireless technology, and wide spread use of mobile phones. The gaming industry is becoming a very lucrative industry with Giants like Microsoft, Nintendo and Sony all battling to be the console king, many cutting edge games consoles are actually being sold at a loss. This is later recuperated by the companies on game sales. Imagine a world where the hardware for scent enabled gaming is completely free and scent cartridges are provided in the game, totally exclusive to one console. Im sure you will agree they will take the leader board, effectively using tactics used by Microsoft to establish widespread use of their products. Consumers are expected to spend \$46m on games in 2010, that's an increase of 11.4% from 2005.

The worlds third largest media giant the Walt Disney Company currently make use of aromas to increase immersion in their 4D film Honey I Shrunk the Audience, at their. Walt Disney World and Disneyland parks use

scents during several specific events in the film spraying a fine mist from the seat in front of the viewer, giving them an odor to coincide with the scene. Disney also uses this in the Animal Kingdom's *It's a Bug's Life* (also at Disney's California Adventure), where unpleasant odors are released coinciding with a stink bug on-screen. Soarin' Over California and Mickey's Philharmagic is also another famous attraction. It is inevitable that smell will become a part of our daily lives, whether we are out shopping, on the internet, or just sitting at home watching TV. Although still a very exclusive and luxury experience, wide spread use and advancements in technology promise prices will fall. With hundreds of new content providers including Magicloons and Scentfunix TV, educational, and medical researchers and even dog trainers realizing the benefits of this new technology, it is sure to catch on at an astonishing rate as competitors rival to provide this unique selling point.

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A short while after the testing period, industry professionals and solid olfactory research suggest, the cost of investment when compared to the added value, brand loyalty and product awareness will be insignificant and so should increase the use of scents for this purpose. It is anticipated increasing quantities of data will be collected during tests and when this proprietary technology is deployed at concert venues and public performances. Based on preliminary studies already conducted in this area, and other more specific work on human behavior and olfactory stimulus, it is anticipated the new statistics and results will confirm established findings and will promote the use of scent. Despite the inherent criticisms and concerns that will emerge from special interest groups, the multiple applications of this technology ranging from medical and educational applications to purely recreational applications is likely to promote general acceptance.

The size and capitalization of the markets where this technology has a strong application, and even stronger ROI, such as those industries mentioned above, almost guarantees its success. Entertainment seems like a good area to start, I can tell you that extensive research has been conducted into gaming, virtual reality and movies alike; creating a wealth of knowledge that is transferable between each of these markets. The United States Government already uses scent technology to train the military in virtual reality simulations, and this knowledge is easily transferable to the home or any games console.

Smelly Developments

There have been many developments in the Smelly vision sector, there is a lot of competition to establish the market leader and companies are

scrambling to produce the best devices. In this section we will have a look at what is stirring in the smell-o-vision world: we will see the current positions of some of the leading companies in the race to the top and explore some of the latest devices to hit the market place. We start with the Far East. It goes by the name Aroma Geur, which I guess is loosely translated smelly radio, is a device, which when plugged into your computer has the ability to mix six oil based scents at the demand and preference of Tokyo FM internet radio station. Perfect for setting the mood, or taking away the stress after a hard day at work, this device will set you back around \$430. But don't despair, advancements in silicon technology mean once content is more widely available, demand will increase and hence economies of scale will drive prices right down for everyone to enjoy. Aroma Geur is proving to be a great success in Japan however the Japanese have always had a hunger for technology, spending billions every year on consumer devices.

Guy: You smell nice what are you wearing?

Girl: Oh it's not me it's my phone:

Introducing DoCoMo SO703i BRAVIA from Sony Ericsson, available with the option of no less than 11 fragrances - including the aforementioned dessert, guaranteed to keep you whiffing for up to 3 months. The scents are released from a replaceable strip located near the central hinge and can be replaced when they stop smelling. Alright it's not exactly cutting edge technology, but it is defiantly reassuring that there does exist a demand for this kind of product and the powers that be are aware. Also anticipated is a major release from electronics giant Samsung who have recently patented a smelly phone (patent number is US 2006/0062408 A1).



Megan Dickerson of Boston has done a tremendous job of making people aware of this fantastic technology and has had a great time doing it. She has received a fantastic response to her smelly vision showings of Charlie and The Chocolate factory in 2007. The showings were staged outdoors to prevent smells from becoming layered on top of each other, eliminating the problems with similar showings in the past. She used oscillating fans and scented oils to distribute the blueberry pie smell amongst the audience. With help from local art houses and the Boston Children's Museum, she plans to stage other films for sniffing very soon. Equipment for Dickerson's Smelly Vision projects was donated by the Coolidge Corner Theater and the Brattle Theater, both independent Boston area art-house cinemas. Together they have helped create awareness of smelly vision and helped promote this form of "extra sensory entertainment". Next

Dickerson hopes to organize a Smelly vision film festival, which is already proving to be a very popular event.

As you can see Smelly Vision is alive and kicking, and is receiving a good response from audiences. The basic principles haven't changed much since Hans introduced the idea nearly 100 years ago, but the technology certainly is progressing. Computers mean we can time the scent release to perfection and measure concentrations and intervals to ensure there is no undesired overlapping of smells. Devices are getting smaller and smaller and yet the capacity for a larger library of smells per cartridge is increasing! Eventually the technology will be small enough to fit into a phone, let's look at the internet and the state of technology today.

Run Your Car on Water

Scentv.tv was launched March 27, 2007, and is so far the only example of its kind, constituting a class of its own. This website boasts it is the only website enabling users to literally smell the scent enabled content of movies, games, music videos, educational curriculum, favorite television programs and aroma therapy sessions. You are provided with your own personalized scented web pages with videos and commercial ads to generate money for the owner. However the service is currently only available in the US; no plans have been established for the international community. The site is simple in design offering users much of the services on only one page. Scenttv.tv is the first to introduce Scent Enabled Content (SEC) and is contracted with TriSenx who own and provide Scent Domes to all scenttv.tv users (rrp \$369). Users are able to purchase either a one-year (\$27.95 monthly) or two-year (\$17.95 monthly) subscription, which includes all replacement cartridges and a warranty This 2.0 website is a good primitive example of a Scent Enabled, Broadcast Portal with core content generated by its users. The idea is very similar to YouTube. Producers and scented content creators are able to enter into a partnership with Scenttv.tv to use the world's first scented broadcast interactive medium as a platform to showcase their work, it is anticipated that initially to gain a following and encourage brand awareness, content will be available for free on similar sites, leaving ample opportunity, especially in the early stages for a competitor to establish themselves in the market.

Users, who participate by uploading their 5 minute content at least once a month to the My Scent Page, will qualify to receive scent points that can be redeemed online from the Scenttv.tv Catalog. Although there is nothing in the catalogue at the moment I anticipate items will include e-cards, smell-e-mails and similar items discussed at the end of this report. The idea of the reward schemes and referral schemes is to encourage users to join scenttv.tv, as currently there is no content for users who are

paying the subscription. The growth of this industry relies on users, it is therefore an essential practice to maintain a large group of users to justify advertising fees and hence further growth of this industry.

Production partners will be given their own channel, to which users can subscribe, and will have the ability to split the advertising revenues 50/50 with Scentv.tv after the scent enabling costs have been settled. As an advertiser, you have the added benefit of having your company's unique scent added to a channel in the Scent Dome cartridge and into the noses of all the members. Also on offer is an extensive and limited availability advertising program (adscents) anticipated to be a major earner. Magicloon and Scentfunix Tv of Atlanta, GA have already secured channels on Scenttv.tv but Scenttv.tv is still talking with several major content providers regarding launching their own channels. They started developing content with multi-sensory dialog in 2005, anticipating the release of these digital scent technologies; they aim to produce an enriched educational experience for younger users for example learning the alphabet through scent recognition.

In summery Scenttv.tv is the first but most defiantly not the last Scent enabled web portal, although it has been suggested that they are funded and controlled by trisenx holdings it is unlikely that the success of trisenx holdings will guarantee the success of scenttv.tv. Scenttv.tv will be funding its operations from revenues generated on advertising, although this is a very lucrative source of revenue it is totally contingent on the number of users, which again is contingent on the amount of content. There is nothing to suggest they have exclusive distribution rights to the device and I do not expect this to be on the agenda for Trisenx especially in the US market place, where they need to achieve quick and widespread market penetration. Content providers will benefit from placing their product on as many shelves as possible and risk losing their place in the market if they fail to do so. It's not the best product that wins but the correctly marketed one; this leaves an open playing field for the many competitors who will be battling to be the best hosting site, this may have consequences on content providers to.

Trisenx Holdings inc is also at the forefront of the smelly vision era, they have successfully created the Scent Dome and all related software, and it is now ready for mass distribution! TriSenx beat out a number of other research and development firms in a multimillion dollar race to create and patent the technology and has facilitated Scent.tv's position as a content host so early in the revolution. Scent



Dome's Beta users included NASA Ames, Eastman Chemicals, Telewest Broadband, Benkiser, Pepsi, Quaker and Reckitt. Telewest Broadband is to roll out a ScentMail system, which actually went on sale in 2004 for £250 (scent dome) it failed to catch consumer interests during this test period, however seems a promising novelty item if the price were right. Today the scent dome is 5.5 inches tall and is only able to carry 20 aromas that can be mixed to produce up to 60 different smells, but up to 2,000 scents could be available in the future. Utah-based Dimension's Edge is ready to release a new virtual basketball game which, when hooked to a Scent Dome, will reward players with whiffs of popcorn or hot dogs when points are scored. The scent dome and Trisenx are also responsible for the world's first scent-enabled music album. The album is called Unleashed by Zan. After mastering the native Arabic music of her country, ZAN moved to America where she could explore other musical styles. This is set to revolutionize the music industry and brings a much wanted dimension to 'chill out' albums such as global lounge and the like. An unconfirmed report in 2005 by Karen McCall indicates 60 scents are now available and there is potential for up to 6000 scents by combining elements, technology certainly does move fast.

[Global Domains International Have Changed the World](#)

CEO Alex Ivey JR of Trisenx secured their position in the US following a deal with Sandeep Jaidka the US patent holder (patent number 6152829) who needed over £100 million to purchase a silicon lab to produce chips for his micro silicon containers. Meanwhile, several multinational firms are testing waters with their versions of virtual smell solutions. Recently there has been much controversy as France Telecoms Exhalia, shortly after hearing the news with Trisenx were awarded patent rights in Europe and today boast three international patents to protect the core of their technology. Exhalia, founded in 2004 in Saint Malo, France are currently marketing a wide variety of devices and have already moved overseas to Naniwaku Osaka, Japan, positioning themselves quite prominently in the Asian market place. Investors include Munich-based internet equipment maker Ruetz Technologies and Isipca - an institute which trains specialists in perfume, cosmetics and food aromatics. It seems the battle is on, yet Trisenx has not moved beyond US borders (other than market testing in the UK) and Exhalia seems content without the US. It looks like it will be left to the courts to decide who is awarded the international patent

The scent dome is a simple device that uses a fan to blow scents released from heated oil chambers within the device. This design means it will be difficult to reduce the size of the box to less than 5.5 inches. However recent developments have revealed that a drug-administering microchip could be adapted for use with smelly vision. The chip developed by Massachusetts Institute of Technology has the ability to store a verity of

drugs in its 34 reservoirs each with a 25 nanolitres capacity The chip which is currently operated by remote control can be adapted to respond to electronic triggers which cause a tiny gold membrane to release the contents and hence the smell. Similar to innovative ideas patented by Sandeep Jaidka and concepts being pursued by countless competitors it is unlikely any one will risk the large costs associated with silicon production until sufficient protection is awarded.

The pressures of competition and financing are being felt by many. Digiscents of Oakland California, creators of ismell, the popular digital scent streaming device of 2000 also featured on wired magazine closed down after 2 years of research and delivering odors. iSmell, although at the forefront of technology at the time was just in its prototype stages. It



was a personal scent synthesizer with the ability to connect to a computer via the USB port. With the capability to deliver a vast array of smells from its single 128 primary smell cartridge, it was set to be a winner. Digiscents went so far as to catalogue the thousands of specific man made and naturally accruing smells achievable by this novel device in their "Scent Registry". The idea was they could license these smells to developers. Users of their software platform, ScentStream could select and add smell to their e-mails and even their websites, later dubbed

Snortals. It was reported that nearly 2000 developers had subscribed to the developers program.

Unfortunately Digiscents were forced to close down as they couldn't find anymore venture capital funding to move the operation beyond prototype. They had previously received \$20 million from angel investors and Hong Kong-listed Pacific Century CyberWorks. It was hoped Pacific Centuray could help Digiscents break into the massive Asia-pacific markets via NOW, and their enormous Internet, e-commerce, and interactive television network. But PCCW had problems of their own and uncertain marketability was not a confidence winner with other venture capitalists. They had planned to move into the gaming markets having already distributed 5,000 software developer kits in the gaming industry. Kits came complete with code snippets and Java objects that developers could insert into gaming code. DigiScents also developed alliances with companies such as Procter & Gamble and RealNetworks. Plans had already been established for their Scentstream software platform to be auto-downloaded to over 135 million RealPlayer users across the world. The main problem was the smells could only be activated unless gamers

purchased the costly ismell unit, which cost a fortune in research and development costs.

Digiscents came so close, had it not been for the unfortunate circumstances of the investors and one or two other minor difficulties, there is no doubt in my mind they would have made it. Many People believe the Digiscents iSmell to be a better device than the Scent Dome from Trisenx. I am sure you will agree that the range of smells is as crucial as the range of applications or user content, both of which were strong points with Digiscents. Digiscents was prime to enter the Asian pacific market place in 1999-2000, that's four years before Exhalia were even founded! I believe the future of this industry is with the companies mentioned above. But beside the technologies already mentioned, there do exist many other devices and companies, try to stake their claim in this lucrative market. We have a look at some of these below.

Bionaire BSSP101-U Febreze Scentstories, is yet another advancement in the sector, although this device does not come coupled with an entertainment device such as a PC or radio, it is worth a mention for its sheer simplicity. Created by febreze, this unique air freshener plays reusable Scentstories perfumed discs. It incorporates a quiet fan and circulates 5 complementary scents every 30 minutes. It lasts about 20 plays on the highest setting and is available for around \$15. Febreze Scentstroies is a fine example of what smelly vision is trying to achieve. Coupled with a larger array of aromas and the ability to trigger scents online it would be a strong competitor, supported by an established brand.



The use of smells in the retail environment is catching on. Smells can be used for marketing purposes, helping to develop a brand, improve brand recognition and improve product differentiation in a consumers mind. The emotional aspects of shopping can be triggered and maintained for the duration of your shopping experience. Women being the more susceptible of the sexes will be encouraged to shop till they drop, and will have more of an 'experience' whilst shopping. Retail outlets that are already using this technology include Sony Style, Bloomingdale's and Lexus.

Scent Air founded in a garage in Florida during 1994 is the market leader in scent marketing. They have produced several devices with patents for the retail and business market places, originally developed by a Walt Disney engineer the devices were first used on Disney attractions and later found their way to military simulators and exhibitions. One of their best systems HVAC is a scent delivery system designed for a large business space. The device releases fragrances through the existing ventilation systems and has fully customizable time, cycle and concentration settings. The ScentWave and ScentPOP, two other fantastic examples of the pioneering work from Scent Air are seen below.



Scent Wave, a leading retail scent marketing device is a single-scent dispenser, with each unit holding and dispensing only a single scent-stick. This device is unique in that it fragrances without the use of oils sprays, and aerosols, making it a more friendly alternative for users with bad allergies or over reactive sinuses. Scent Air owns the patent to this dry-air technology and several other technologies in the industry. This device is very robust in its simple operation and offers a wide range of applications including use in

virtual reality and training simulators. The single smell idea ensures there is no layering effect associated with its use, which can often cause nausea if scents are used in large quantities. However on the other side of the coin, one could argue a single smell will fail to create an immersive environment, rendering the device useless. Studies have shown a cycle of 3-4 smells changed periodically will keep the brain engaged for longer periods of time and help 'set a scene' for the audience. One thing is for sure; this technology is being used and works in the retail environment, shoppers stay engaged and become more intuitive as they move around the shop. This device has a built in motion detector and has fully customizable concentration and duration settings.

Scent POP or the Scent Point-of-Purchase device is a very versatile device which can be fitted into existing displays, machines and kiosks. The device is battery operated and can be mounted to shelving units using the built in magnets. The device works best over directional distance of up to 15 feet, and offers a simple and easy to maintain solutions for your scent marketing needs.



Scent Air is able to offer custom engineered solutions for its clients and a complete aroma marketing solution, from hardware through to the campaign specifics. Although the devices are not targeted toward the benefits achievable from a personal olfactory device, Scent Air's pioneering work is introducing a very real possibility for companies to build their brand image in a very unique and highly effective manner. Scent marketing as a whole is moving forward, Scent Air have already fitted devices for the retail outlets mentioned above and various other spas, hotels, resorts and venues.

Aromajet.com of MicroFab Technologies from Plano Texas, announced in 2000 it had the ability to transmit smell of vast distances using IP and dubbed the system IPSmell, it had found a way of creating custom perfumes that for once were not exclusive to the rich and famous. Although the technology only allowed 16 elemental aromas to be mixed, excitement was due to the technology itself. Aroma jet is pioneering the commercial applications of aroma generating technology. There have been many recent breakthroughs including a new technology for identifying dementing brain disorders such as Alzheimer's, Huntington's, and Parkinson's and for differentiating them from other mental disorders. This method is based on detecting the olfactory deficits that are diagnostic of the dementing disease. Innovations here are very exciting and have very wide spread applications.

Please have a look at: http://www.scenteck.com/ For a taste of what the future holds.

Applications:

Medicine:

Asthma and other problems requiring minute quantities of drugs can be treated using this technology, drug-administering microchips have been developed at MIT. Aromajet has developed technology to allow easy identification of dementing brain disorders, including Alzheimer disease, Huntington's, and Parkinson's. The technology works by detecting the olfactory deficits associated to particular diseases.

SMT, the Sniff Magnitude test and UPSIT, the University of Pennsylvania Smell Identification Test are the most popular tests used for the early diagnosis for Parkinson's disease.

Speed of recovery can also be accelerated through the use of smells; it has been shown that positive emotion and a stress free environment are then best environments for recovery. As mentioned before smells can be adapted to manipulate a person's mental and emotional state. Citrus

smells are known to increase energy levels and reduce stress and can promote quick healing and improve recovery times.

Aromatherapy:

Customers can access a range on online or DVD based aromatherapy courses designed to maximize emersion and relaxation. Other applications can extended to emotional manipulation whereby scent tracks can be adapted for the depressed or unhappy. The recent surge in yoga, Zen meditation and other well being courses is a good reflection of the surge in the alternative treatment and therapies market. One could create a home Spa kit where the client would be given a range of skincare products and creams, perhaps a daily relaxation program and a relaxation CD with a scent track.

This type of content can be easily marketed and sold online. A Full aromatherapy or well being course could be developed, to include perhaps a 1 hour video containing relaxing images and music and maybe an array of changing colors. The scent track would be composed to achieve the desired state, through shifting emotions and manipulating stress levels. Everything can be easily transmitted online, perhaps for a subscription service users will be able to log on and watch online as part of a daily program or downloaded as a one time product.

There are a multitude of programs and courses that would greatly benefit from the edition of an extra sensory stimulus. Even most self help books today convey the importance of a positive mental and emotional state both of which can be achieved and maintained using smell and positive mental association. Studies have shown that smells can effect a humans mood and emotion by and average of 40%, this could be the pivotal point in the success of a DVD, wellbeing or similar program.

Gaming:

The benefits are so obvious, with many of them having already been explored. Recent developments in this sector include studies conducted by Brown University, Providence, R.I, who have shown the positive association of smell in gaming. Smell will ensure a more memorable and engrossing experience for the player, possibly even an avenue for a series of murder mystery games like the classic Cluedo board game now available on DVD. Virtual reality simulators would benefit from any extra sensory stimulus to heighten the sense of reality, the benefits of which despite being obvious have been extensively researched for many years. Recent studies include a study from the Institute for Simulation and Training, University of Central Florida, which details some of the benefits highlighted in this report.

The Institute for Creative Technologies and several other companies are developing personal olfactory systems for use in virtual reality simulators. Some of the devices include a wireless scent release necklace and a headset.

The gaming market is huge and is anticipated to be an area of massive expansion for this technology. Some developers are already experimenting with games and have found that when smells are released in low concentrations they are picked up by the subliminal part of the brain and have a greater affect on the player. This ensures the players attention remains on the task at hand and the experience is a more immersive and realistic one. When smells become noticeable they can become a distraction, and take attention away from the game. Some of today's devices are able to release very precise volumes of fragrance or air, and have options to set the cycles to achieve various effects on the audience.

[World of Warcraft Gold Guide](#)

Movies:

All great movies engage the viewer in every aspect, the action, the emotion, the story, subplots, and the directing. The addition of key scents can amplify almost every aspect of a film. The director will be better able to establish the place and season, helping to develop an environment much like they do in virtual reality. Smells are known to trigger emotion and memory because smells are processed by the Limbic system; a part of the brain responsible for emotions, memory and behavior. This knowledge can allow the director and associates to develop characters with emotional, behavioral triggers in the audience. Smells can be excellent in setting the mood and drawing the viewer in and even evoking tears and laughter.

Several studies including that of Wen Li and her colleagues at Northwestern University in Chicago have shown bad smells like the smell of pollution and valeric acid can affect behavior and emotion. Even in seven parts to a million, which is only just detectable by a dog, results proved negative emotional and behavioral changes in humans. This study like others also suggested that best results were achieved in small concentrations, when only the subconscious detected the fragrances. This is fantastic news as unlike with previous smell-o-vision devices the future will mean many of the smells will not be consciously detected. There will be limited layering of smells which have made audiences feel sick in the past. The more efficient small concentrations will be used for the longest and most frequent cycles.

Similarly Philips use Ambilight technology in some of their TV's to spread the mood and dynamics of the image beyond the screen. In fact this area of Smelly Vision is anticipated to be such a great success Wal-Mart the American Retail Giant rolled out smelly DVD's in summer 2007 to test the market. Eventually it is hoped that part of the ever increasing film budgets are used to explore the possibility and benefits of adding another sensory element to the film, after all they have finally mastered the color picture and sound. Yet there remains a totally new market in theaters and the ability to film a theater show, reproduce it on DVD, and offer viewers the same indulging experience in their homes through subliminal scent messages.

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E-mails:

This is an area that has already been tested and explored by British Telewest, who developed the Scent Dome hardware for Trisenx. The sense of smell is a nice and easy addition to the text, pictures and sound, which can already be incorporated in to an e-mail. Users will have the ability to create there own scent masterpiece and share it with the world. There does exist the threat of the numerous spammers and marketing companies bombarding you with smell-e-mails, however the user has ultimate control of when they turn on their scent device.

Maybe you are an aromatherapy company to which clients have signed up with to receive smell-e-mails promoting new courses or programs that they may be interested in. Maybe you are a marketing company who would like to distribute free samples to your client list. There are many opportunities both for recreational and business purposes, including sensory branding. An online store that either sells or allows users to create custom smell-e-cards would have an excellent opportunity to.

Novelty items:

This is an area that is already taking off on social networking sites including Facebook and MySpace. Some of the existing novelty items include a virtual drink which you can purchase and send to a friends, perhaps as a birthday treat. More relevant novelty ideas include E-cards, Love Cards, and a bouquet of red E-Roses for Valentines day, strawberry kisses, postcards from the beach, scented screen savers etc. The market for novelty items is huge and an unavoidable market, especially when considering the many birthdays and holidays during a year.

The idea of scented postcards has been around for several years. During 2004 The Black Country Living Museum in Dudley UK, in a bid to modernize announced a revolutionary new postcard available in their

stores. The traditional looking postcards area sold complete with a CD, that when inserted into the museums special computers allowed users to enjoy several videos and images with their associated smells. With increasing integration of computers into our daily lives in the form of palm tops and mobile phones, it is inevitable, just as e-mail has replaced a lot of traditional mailing, e-cards will replace many traditional e-cards.

Other possibilities include homemade videos and aromasodes, seems like a fun thing to watch or do in your spare time right? Imagine the ability to create a powerful cartoon series like South Park or The Simpsons except it is more unique because you have smells. Maybe you can market your series online and smell-e-mail your viewers every week with the new aromasode. Maybe your catchy gimmick will be the smell of dynamite when your Kenny like character dies in every episode. Maybe a where's Wally character that children search for throughout the duration of the cartoon? Maybe they are alerted to his presence with a key smell?

Have a mobile phone? Then download a smell-e-tone! The mobile phone market is huge and one of the fastest growing at the beginning of this millennium. Millions of ring tones are downloaded everyday. Imagine you could text a smell or assign a scent to you caller ID, a specific smell of your partner or friends.

Yet another idea that has been catching on in recent years is bed time stories for kids. One can visit a website and download a video that reads a story to your child as they fall asleep, it would be so much more magical if you could encourage their imagination with the addition of smell. The possibilities are endless.

Music and Art:

There already exists a scented album available on the market: Unleashed By Zan, was created in conjunction with Trisenx and is great for setting the scene especially with that special somebody. Scent is a fantastic tool for an artist, allowing them to truly express and convey their message through multiple senses. If a picture is a thousand words then a scent is a thousand pictures, and this is evident in many humans, where a single scent is able to provoke a stream of emotions and images. This is called the Proustian Effect named after a famous author from the 1900's.

Many Art houses and exhibitions tend to keep an inventory dated to the same or similar time period as the décor and architecture of the venue. The idea is to create an atmosphere and setting similar to the ambiance associated to the artist or piece of work. This can be further enhanced or introduced to the audience for the first time through the power of smell. Scents have the ability to render past emotions, or encourage ones imagination, and immersion into the piece. This would be most beneficial

for online art galleries or sites such as Flickr who keep a library of photos for sharing and viewing online. The addition of scent to an existing physical galleries website can help enhance the brand and subconsciously encourage visitors.

Marketing and Advertising:

This is a massive market which will continue to grow as long as man lives. We live in a world where the best product or website is not necessarily the most popular. Marketing and advertising is the key to success in the world today, because if no one knows about your product no one will buy it. Factors including brand loyalty, repeat purchases and referrals are essential to any industry that exists today. Even a charity is business that unlike the traditional business doesn't operate to maximize profits, but will still rely on its brand to attract donations. There are numerous brands that already use this technology including Sony, Bloomingdale's, Marriott (hotels), Burger King and Pepsi.

The benefits of scent associated brand awareness have already been identified in several studies, and the consequences have been realized whether intentional or not. People will not eat in places that smell horrible, and as humans are programmed to remember great experiences for longer and with more intensity when associated to a smell. Everyone has good memories, perhaps of when you were young, or with a partner, and these memories are associated with smell. Sometimes a smell can trigger a memory, a brand or an experience. As Scent Air, the scent marketing leader put it "Aromas trigger memories. Memories influence emotions. Emotions set moods. And moods dictate reaction." Differentiate yourself from every other advertiser by adding smell to your ads, well initially anyway the idea is going to sell like hotcakes – but the idea is to develop your brand, something done over a longer term.

Education:

It as been proven that association is an excellent way to remember and learn. Adding smells to a young Childs educational program is a sure fire way to speed things up. This idea is especially important for children with learning difficulties or disabilities, making the experience a more enjoyable and memorable one. For example when teaching children the alphabet educators tend to use cards or images, so for the letter A there would be an image of an apple, this could be combined with the smell of an ample to increase retention and promote scent awareness. This will become increasingly important in the world of tomorrow as our children's education moves away from the tradition classroom to a more online or virtual experience.

There are also benefits for other educators or training programs, for example the training programs currently taught at airport security and some police forces. Educators are already saving money on class room costs as courses are moving online. For Airport security and the like it is very important to be able to smell explosives and distinguish between the different types of smoke. All this information can be stored online and accessed online at anytime, anywhere in the world.

Another application is use in Psychoanalysis, anyone working in the Fragrance industry will know companies compile details of their customer's demographics and are able to create a scent that will appeal to the majority of people in a specific demographic. It seems logical enough to assume that if this system was reversed and a person was asked which scents they liked from a specific library one could categorize the choices so as to assign them to a particular social grouping. This can allow employers or other agencies to gauge a persons intellect, emotional stability, behavioral tendencies and more.

There are also applications for companies conducting scent orientated research, organizations looking for focus groups or test panels to try various types of scent. Whether it be toothpaste or your shower gel, companies spend hundreds of thousands every year researching what the customer wants. Every aspect of this research, other than the actual physical experience of using the product and enjoying the scent at the same time can now be moved online. This will save allot of time and money for companies involved in these activities. Money saved on hiring venues, even the cost of hiring someone to enter the research data and results onto a computer!

In Closing

The list of applications for this technology goes on and on, and once the technology hits the shops there will be no turning back. There are still hundreds of avenues being explored; content is being developed you read this, hundreds of institutes and researchers are working everyday in various industries to expand this exciting and lucrative market.

So what does the future hold for smell-o-vision? I feel fairly certain in saying DVD's will be wiped out in the coming years. Technological advancement means we are able to benefit from services like on-demand TV, where users can watch any program or movie at a time of their choosing. In later years I expect providers like Sky and Virgin Media to offer extensive libraries to subscribers. I expect these providers to branch out from simply providing broadband solutions, to offering customers a

complete online service where you can watch on demand TV on Your Computer or perhaps integrate your computer into your LCD. I expect the CD and DVD will be replaced by memory cards, of course format wars will ensure your Sony Magic Gate memory card is only compatible with your Sony TV.

Imagine a time when you can purchase the latest movie memory cards from your local retailers (or order online) and receive a free scent chip. You return home and insert both chips into your fully integrated wall mounted OLED TV, and benefit from the most immersive entertainment experience you are likely to experience from a machine.

The Sony Playstation seems to half in size every 2 years, its only a matter of time until they are able to harness the potential of a fully fledged gaming PC (or MAC) and integrate the entire experience, including smell into your TV. Of course this might mean less money for the hungry electronic giants but im sure revenues from the brand specific memory cards, game sales and scent chips will help the situation.

One thing is for sure: like the iPod when this technology becomes integrated; it will be hard to believe we survived without it.

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