

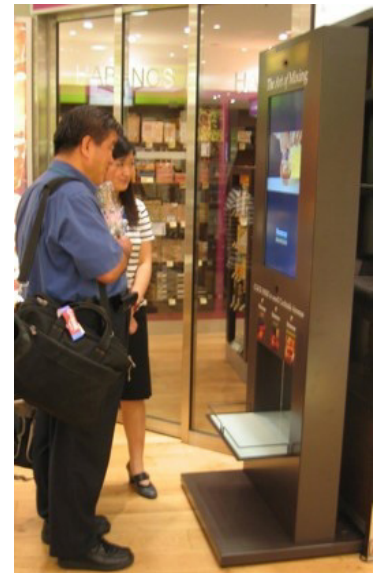
TARGETSCENT: DISPENSING FRAGRANCES BASED ON POSITION AND GENDER

The Context

Presensia is a French start-up active in interactive scent dispensers. Its Scentys range of products, introduced in 2006 with the first all-in-one olfactory screen, uses a dry scent technology and delivers retail and training applications for the professionals in the perfume, cosmetics, food and wine and spirits industries. Among others, Scentys's customers include Christian Dior, Givenchy, Lancôme, Armani, Yves Saint-Laurent, Estée Lauder, Moët&Chandon, Hennessy, Courvoisier and Max Havelaar.

The Challenge

Presensia and Quividi joined their domain expertise to design TargetScent, a scent dispenser capable of spraying a specific fragrance to people approaching the unit. The fragrance is selected based on the person's gender and on his/her position. TargetScent reacts to the presence of an individual in less than 3 tenths of a seconds and simultaneously plays on a screen a video corresponding to the perfume being diffused. In the absence of users, a video prompts onlookers to come closer; if the current audience contains an equal number of men and women a generic fragrance is dispensed.



The Answer

At the core of TargetScent is the communication between Quividi's real-time audience data with Presensia's dispenser. The integration makes use of VidiReports' native data communication protocol and a simple middleware to trigger the right fragrance in the dispenser and to select the corresponding video in a third-party video player. The detection distance is user-configurable as well. TargetScent was first integrated by partner Alfonso Maligno, a leading in-store designer famous for reinventing the beauty store concept, and was introduced at the Beyond Beauty Paris tradeshow, October 5-7th 2008. Video content was produced by agency Agephie. The system was also showcased in a TV report from Swiss broadcaster Télévision Suisse Romande.

The Benefits

TargetScent offers a new interactive experience for beauty stores visitors: only the appropriate scents are proposed to customers deciding to approach the unit, while scent pollution is avoided.

More info

Presensia: www.presensia.com

Alfonso Maligno: www.alfonsomaligno.com

Agephie: www.agephie.fr

Press release: <http://www.quividi.com/news/090107/>

The TSR TV report (in French): www.nouvo.ch/155-2