

Toppa Printing Creates Space with Changing Aromas

Solution using aroma shooting device enables fragrances to be changed instantly according to the setting

On July 17, 2018, Toppa Printing Co., Ltd. (hereafter Toppa Printing; head office: Chiyoda Ward, Tokyo; President & Representative Director: Shingo Kaneko) will launch a solution that uses an aroma shooting device to create a space in which fragrances can be changed instantly according to the setting.

This solution uses a directional aroma shooting device developed by Aromajoin Corporation (hereafter Aromajoin; head office: Soraku-gun, Kyoto; CEO: Dong Wook Kim), to create a space in which aromas can be changed instantly in synchronization with video and audio and in response to various sensors. The aroma shooting device uses solid fragrances and sprays them out as a gas. This means that aromas disappear after a brief time. The device can be loaded with up to six aroma cartridges and controlled from devices such as tablets and smartphones via Bluetooth or USB connection. Introducing this solution will enable companies to provide an aroma-based form of customer communication that can be used for in-store promotions and entertainment in which aromas change to match the setting.



Left: Aromas released by the aroma shooting device can be changed using a smartphone or tablet via Bluetooth or USB connection.

Right: The aroma shooting device can be used to create a relaxing space with aromas matched to the setting.

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■ Background to development

Multiple ways for people to communicate with businesses are being seen as consumer lifestyles and needs diversify. Digital signage and other methods of communication that stimulate the senses are becoming common in large-scale commercial facilities and stores in the retail, clothing, and financial industries. The use of aroma is also garnering attention.

Conventional solutions have used aroma diffusers that spray a liquid fragrance uniformly as a

mist within a space. However, the aromas linger, and it is difficult to change the fragrance in the space.

By combining Toppan Printing’s promotion planning and in-store communication expertise with the advantages offered by the aroma shooting device, a solution has been created based on a new promotional method fusing “aroma” with tablets, smartphones, and other devices.

■ **Features of aroma shooting device**

• **Directional device sprays out gas so aromas do not linger**

The aroma is only present in the air for an instant because the fragrance in solid form is sprayed from the device as a gas over a distance of about 60 cm, and the resulting aroma does not readily remain on the skin or clothing.

• **Aromas can be changed instantly in response to sensors and in synchronization with video and audio**

Because the device can be controlled by a tablet, smartphone, or similar device via Bluetooth or USB connection, aromas can be changed instantly in synchronization with video and audio and in response to sensors.

• **Six different aromas can be released whenever required according to the setting**

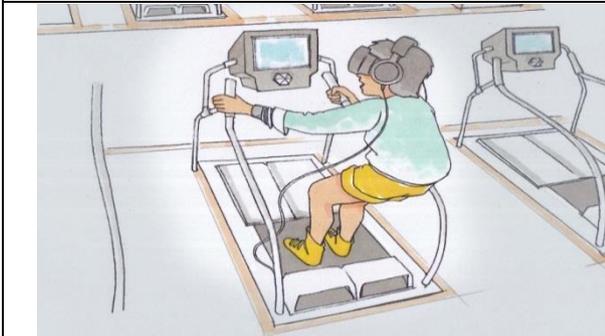
The aroma shooting device can be loaded with up to six cartridges to enable aromas to be changed to match the setting.

■ **Specific examples of use**



• **In-store promotion**
 Aroma samples for food and toiletry products.

• **Assisting sleep in hotels**
 Helping people to get high-quality sleep by releasing the ideal aromas when they go to sleep and when they wake up.



• **Entertainment**
 Providing a highly immersive experience by combining aromas with games, films, and books.

• **Improving work with wearable devices**
 Helping to improve work efficiency by detecting sleepiness, stress, or drop in concentration and releasing aromas.

■ Future goals

Targeting approximately ¥300 million in sales revenue in 2020, Toppan Printing will proceed with development of applications for the solution. Toppan also aims to contribute to a more convenient and comfortable society through products that combat odors, such as DEOMAGIC and PEPOPA, an industrial deodorizer and sterilizer.

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