



Would you attend a concert knowing that you can only watch, but not hear the music? Are you willing to watch a modern movie without a soundtrack? The movie making industry marks two significant milestones: adding voice (1927) and shooting widely in Technicolor (1939). After 80 years, it's about time for a new generation of movies, namely **Scented Movies**. This means adding the missing sense of smell to movies, video, and **commercials**. iRomaScents fills this gap, and enhances the user experience by fulfilling the missing sense. Watching a video at home, as well as a movie in the cinema, can produce much more fun and excitement when the aromas are also available and take part in the experience. Since scents linger for longer term than any other sense, the adventure even stays with you for extended period.



### Field of Innovation

Entertainment  
New Media  
Shopping

### Current Stage

Working device & applications  
Preparation for commercialization  
Financed

### Intellectual Property

Patents Pending

### Status, Activities & UOP

Beginning of mass production;  
Expansion of the team, for commercialization;  
Expansion of IP;  
Marketing activity;  
Commercialization activity;  
Attending Conferences & Exhibitions: IFA 9/22; IBC 9/22, CES 1/23; NRF 1/23, NAB Show 4/23

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### Web Site

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### Opportunity/Uniqueness

Apart from improving movies and videos for entertainment, use of iRomaScents also enhances commercials, by enabling advertisers to complement their ads with the right scent. Needless to say, it's a game changer to the effectiveness of still pictures advertisement, and even more for commercial ads based on video clips. iRomaScents is for personal use, and designed in a way that requires almost no modification to the cinema hall infrastructure; therefore, it can be added to any movie theatre without a need for long, expensive revisions. iRomaScents is also suitable for video gaming and other scented applications at home and shopping centers.

### The Market

Once, people used to watch even silent and black & white movies. Since soundtrack and color were added, those old movies became history. In fact, this statement is true for any new added-value application (CDs, digital cameras, smartphones, etc.). The market progresses from innovation to innovation, which becomes the new standard. **Scented Movies, Ads and Scented Shopping** will become the new norm within a few years.

### Our Product

Simple transition (evolution) eases a change and encourages its adaptation. That's how iRomaScents applications are designed. iRomaScents is an innovated, unique device, which adds different scents to movies, commercial ads, and shopping. iRomaScents is intended to be used in cinema halls, homes (including video gaming and VR) and shops. Operation is automatic, and requires no intervention from the user, who gains improved level of entertainment and more effective and efficient shopping.

### Status & Further Stages

A working device and various applications are ready. Mass production preparation is in place. Scents are developed and manufactured by worldwide producer, which acts as a sub-contractor. iRomaScents also suggests a new world of shopping experience (Scented Shopping) in the arena of scents: consumers can choose their preferred fragrance at home by using iRomaScents, and order their choice on-line. A proprietary, AI based wizard, helps consumers finding and smelling their most suitable fragrance(s) in an objective way, which takes less than 2 minutes. In the future, iRomaScents may communicate with an artificial nose (once available), to generate scents by the device.

### The Founders & Team

iRomaScents was founded by experienced entrepreneurs, who collaborate for over 18 years, with proven background in bringing ideas to successful commercialization:

**Avner Gal**, MSc in Electrical Engineering, and MBA, brings over 45 years of experience in R&D, operations, finance, marketing, and versatile high level management roles. During the past 20+ years Avner founded and managed high-tech companies (private and public) and led them to successful commercialization phase.

**Erin Berry**, MA in marketing, with over 20 years of experience in world-wide marketing and mass-communication. Erin managed marketing in variety of fields and brings rich knowledge and experience in different markets and cultures.

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Our team includes well experienced, top-tier engineers and experts from variety of relevant fields: development, design, electronics, mechanics, H/W, S/W, UX/UI, Communication, Operations, finance, etc.

We work together successfully in variety of ventures & projects for over 20 years.