




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 viewer experience by fulfilling this missing sense. Playing video games, watching movies at home and in a 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 other senses, the adventure even stays with you for an extended period of time.



**iRomaScents®**  
*It makes scents!™*

**Field of Innovation**

- Retail (Shopping);
- New Media;
- Entertainment;
- Smart Home.

**Current Stage**

- Commercialization;
- Financed;
- New Financial Round.

**Intellectual Property**  
*Patents Pending*

**Basic Use of Proceeds**

- Preparation for, and Mass Production;
- Expansion of the Team (mainly for Commercialization);
- Commercialization Activities;
- Expansion of IP;
- Marketing Activities;
- Attending Conferences & Exhibitions: IFA 9/23; TFWA 10/23; Inter BEE 11/23; CES 1/24; NRF 1/24

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### Opportunity/Uniqueness

Apart from improving movies and videos for entertainment, using iRomaScents also enhances commercials and enables advertisers to add the right scents to ads. It's a game changer for advertisements embedded in movies and video clips. iRomaScents is designed for personal use, and in a way that requires almost no modification to the cinema hall infrastructure; therefore, it can be added to any movie theatre without need for long, expensive revisions. These features are applicable also for shops, enabling immediate use.

### Our Product

iRomaScents is an innovative product, based on a unique device and variety of applications. iRomaScents adds different scents to movies, VR, video games, commercial ads, shopping and home. In fact, the device is a general platform, which serves as a basis for variety of applications. Operation is automatic, and requires no intervention from the user, who gains improved level of entertainment and more effective and efficient shopping. The device is battery operated, and contains a cartridge ("Drum") with 45 different scents. Multiple scents make it a perfect fit for smart homes. Another application is fragrances' retail, where iRomaScents resolves the pain points between retailers and consumers, improves user experience and increases the conversion ratio.

### Status & Further Stages

The device is ready for mass production (including molds). The different applications are also complete, while the scented movie is in final stage. At present we're assembling a few hundred units (all components already in our possession). Scented Shopping and educational use are the prioritized applications, while retail (shopping) devices are in pilot in some locations. Sales have just begun. We're in discussion with fragrance shops and leading brands. iRomaScents appeared in different, important exhibitions (USA, Europe, Japan), and gained very positive and exciting feedback from visitors who saw the device and experienced it, personally. A web application is under development, which allows a user to choose his/her preferred item by fast AI Wizard (same as in the shop), followed by a mapped list of close-by, relevant shops.

### Vision and Market

The home fragrance market size (which is only one of our markets) is projected to reach \$9.86B by 2028, with a CAGR of 4.29% during 2021-2028 (*Verified Market Research, Apr. 2023*). In our vision, **scented movies, scented commercial ads and scented shopping** will become the new norm within a few years.

### Founders & Team

iRomaScents was founded by experienced entrepreneurs, collaborating for about 20 years, with a proven track record of bringing ideas to successful commercialization: **Avner Gal**, MSc in Electrical Engineering; 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 a 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 a 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, such as development, design, electronics, mechanics, H/W, S/W, UX/UI, communication, operations and finance.

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