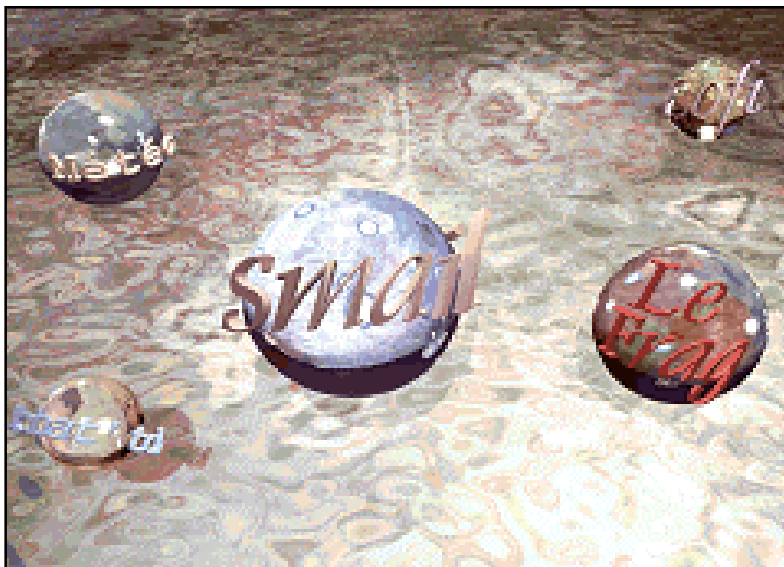


# The scented interactive television channel...



Discover the  
first  
interactive  
and  
olfactory  
television  
channel

- France Telecom R&D seeks to prepare the development of services which will permit the diffusion of scents synchronized with images, sound and/or data transmitted by a telecommunications network (Internet, interactive television, ...).



## The discovery of the first scented interactive television channel

This example of services anticipates the **introduction of a scented interactive television channel**. The viewer navigates with the help of a remote control and carries a portable scent diffuser around her/his neck.

Each bubble gives **access to a type of service**, for which an olfactory dimension is important, for example, on line games, messages or "chat", and information services: the weather report, or an interior design magazine.



## A summary of the proposed services

**Small**, the message service on your television set, like those currently available on digital television, with a slight difference...our correspondents send us **perfumed messages**, and that changes everything!

**Tcha'tche**, in anticipation of the near future, we have perfumed a "chat" video to show that a **scent could equally act as a signal** (when are olfactory signals used in a communicating home ?).

**Fragman** : A Pacman™ stimulated by the **scent of captured strawberries**, browses through its labyrinth much faster...

**Météo**: doesn't **livening up the weather report with scents** make it even more attractive? We couldn't resist the temptation of a rainy day (today's weather) followed by sunny spells (tomorrow's weather).

**Loft** : The well known designer Sandra Ganz has accepted the task of editing "Loft", the interactive magazine from our scented television channel...

**Envies** : This bubble is automatically the first time you return to the home page (the user loses out when, for instance, adverts appear in the middle of a film), and offers 2 publicity spots that would make perfume manufacturers and food processing groups green with envy:

- ▶ **"Mentha"**: is of course the **new line in menthol body care** by Inès de Rossi.
- ▶ **"La gourmande"**: thanks to the master Bruegel and his **"cream"**, the dream becomes an everyday reality...



## The trading partners

Cette application multimédia a été conçu par **France Télécom R&D**. La société **Ruetz Scent Systems** supplied us portable scent diffuser - The **Sniffman®** - and the company Drom Fragrances International, the fragrances.



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