

France Télécom perfumes the Web...



Discover the
first internet
site
anticipating
the event of
a perfumed
Web

- 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 first perfumed web site

This site anticipates the **event of a perfumed Web**. With the help of a mouse; the user navigates in standard customer-server architecture. The Internet user is invited to navigate in a Web interface using the three senses: sight, hearing and smell.

The illustration simulates a communication campaign entitled "**France Telecom perfumes the Net**". France Telecom showed the example and revealed its (fictitious) olfactory signature, inviting other brands to do the same. Three fictitious companies have responded to the call.

France Telecom: the ampersand on the home page, as fluid and light as a perfumed ribbon, unrolls in a long, horizontal tracking shot. Along its journey, it wakes up the characters of "life.com", in a joyful harmony of spoken and textual messages. The characters act as an entrance to three worlds and the laughter of children reminds us that daily life is made up of shared pleasures,



The proposed services in some words

▶ **Les Chaussettes de l'Archiduchesse** : Les Chaussettes de l'Archiduchesse (The Archduchess' Socks) have invented fabulous perfumed tee-shirts (**sea-scents, cut grass, cinnamon**) which young folks exchange while laughing. A tiny theatre, which imitates the scenery of old time photographers, offers three playlets: «winkle fishing», «follies in the garden», and «tea time», which match the various themes of the clothing collection. Distracted by mischievous goblins' songs, it's a struggle to find the exit ...so if you get lost, just ask the crab!

▶ **Air de Paris** : You have to guess the **latest fragrance by Yves Lacroix**. Within the luxurious and sophisticated world of haute-couture, the internet user is encouraged to **smell the main components of the "juice"**, according to an initiatory ritual. The discovery of the perfume to the rhythm of Chopin's « **Nocturnes** », takes place at the same time as the unwrapping of the package, just like picking petals delicately from a flower. With each silk coloured paper an intense coloured light introduces one or two major scents of the perfume (**rose, citron, violet**). Once the bottle is finally opened, one succumbs to the final bouquet of scented notes.

▶ **Les jardineries Etienne** : Intrigued by the sounds of his virtual garden, we follow Etienne, genius gardener, for an educational walk in a perfumed catalogue. His virtual garden offers his **amazing creations of roses** (Melle Hortense, The Fairy) or **fruit trees** (Auntie Joan and Etienne's Pear). In order to choose them according to your taste, Etienne guides you in your **discovery of perfumes, tastes and colors**. There is a perfume for the head, heart and stem of each rose, for each fruit, the smell before and after it is bitten into.



The trading partners

This multimedia application was conceived by **France Télécom R&D**. The **AC2i®** company supplied us the device of smells diffusion (**Olfacom®**).



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