



Aromajoin Corporation
Change the World with Aroma!

About Aromajoin

Aromajoin Corporation is a leading startup from the National Institute of Information and Communications Technology (NICT).

In the world, we are the first company who develop and commercialize aroma controlling devices named "Aroma Shooter". With the high-speed switching capability, it is able to diffuse scents in conjunction with video and sound.

Aroma Shooter uses aroma time and space controlling technology in which we have already acquired various patents. Temporal control makes scent not to remain, and spatial control allows scent to be diffused orientedly in one direction only. By combining with existing digital signage, Aroma Shooter can be utilized as a new promotion tool for fragrance marketing, and users can memorize product image via its aroma.

Core Technology

The Integration of Three Technologies



Hardware

- Instantaneous scent switching
- Perfuming capability (6 different types)
- Directional gas injection method
- Small (66mm)
- Light-weight (150g)
- Wired/Wireless connection



Software

- Interlock with video
- Collect, process, and analyze scent data
- Control scent concentration
- Support many platforms (Android/iOS/Windows/Linux)
- Provide SDK and API
- Support various sensors



Material

- Fragrance in solid state
- Controlled release of aroma components
- Long-term fragrance storage
- Usage of safe fragrance ingredients
- Capability of making custom cartridges
- More than 200 different types of aroma

Change the World with Aroma

Management philosophy

- Create revolution in scent technology with new aroma communication tools
- Provide a comfortable space and a rich sensible aroma communication environment
- Build a society that all people can get connected with aroma by reproducing various types of smells

Company Profile

Company Name	Aromajoin Corporation
Headquarters	Open Lab, NICT, 3-5 Hikaridai, Seika-cho, Soraku-gun, Kyoto 619-0237 Japan Tel: +81-80-9531-3091 / +81-774-98-6980
Laboratory	ACT Kyoto 405, 105 Jibu-cho, Fushimi-ku, Kyoto 612-8374 Japan Tel: +81-90-6109-0591
Date of establishment	2012/10/03
CEO	Dong Wook Kim Ph.D.
Business	<ul style="list-style-type: none">• Manufacturing and selling aroma control devices as well as aroma cartridges• Planning and developing software as well as contents to control aroma

History

2012	Established Aromajoin
2013	Released Aroma Shooter 1 (AS1)
2014	Release Aroma Shooter RS485 model (AS1RS485)
2015	Relocated headquarters to the Advanced Telecommunications Research Institute International (ATR)
2016	Relocated headquarters to NICT Open Lab Released Aroma Shooter BTA model(AS1BTA) Released Aroma Shooter Mini (ASM)
2018	Established Aroma Technology Institute

Awards

Rise Up Festa "Excellence Award for Information & Internet Service Division"
April 2017
Bank of Tokyo-Mitsubishi UFJ.

"Finalists"
March 2017
Entrepreneur EXPO - National Institute of Information and Communications Technology

"Panasonic Award"
March 2017
Entrepreneur EXPO - Panasonic Corporation

"NTT DATA Award"
March 2017
Entrepreneur EXPO - NTT DATA

"Jury Special Award"
March 2017
National Institute of Information and Communications Technology

"CrowdWorks Award"
March 2017
CrowdWorks Inc

"Home Entertainment Award"
October 2016
CEATEC Japan

JEITA "1st JEITA Venture Award"
March 2016
Japan Electronics and Information Technology Industries Association

"Regional raising encouragement prize"
December 2015
The Senshu Ikeda Bank

"PR in your area by scented kiosk terminals"
August 2014
Success Road Award - Nanto Bank

National StartupDay in Kansai, Japan Grand Prix "Aroma Shooter"
July 2014
Tohmatu Venture Support · Samurai Incubate Organizer



'aromajoin' is a combined word made of "aroma" and "join".
"join with aroma", "connect with aroma", "link with aroma".

It is our mission of providing a place (space and time including environment and conditions) where people and people, people and environment are connected through scents



Aroma Shooter

World's first directional Aroma Shooter



MOVIE × SOUND × AROMA

Combining scents with movies and sounds enables information transmission which has never been done before

Plus aroma in various scenes



Store



Theater



Hotel



Room



Office



Travel

The effects of Aroma Shooter

OTC value

Scent x Shopping creates new purchases

- Sales promotion in front of shops
- Cosmetics
- Food

Added value

Improve the value of private space

- Hotel: improve sleeping quality
- Airplane · Taxi: enhance service by pleasant aroma
- Hospital: make room environment comfortable

Problem solving

Problem solving in private space

- When driving or studying : Prevent drowsiness
Improve concentration
- Sports : Improve concentration and motivation
- Workplace : Prevent drowsiness· Improve concentration

Experience value

Bring new experience with scent in entertainment

- Game
- Movie
- Book



※ Aroma Shooter was developed by a number of patented technologies related to the "spatio-temporal and spatial control" of the National Institute of Information and Communications Technology (NICT).

Aromajoin Corporation

(Headquarters)

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