

## Wireless Scenting Solutions

Technology meets design innovation to deliver a world first in ambient scenting solutions with Arologic.

Arologic is the latest addition to the ingenious product line-up created by scenting specialists Air Aroma International. Using the principles of wireless communication, Arologic takes scenting to a new level of automation and customization. Based on wireless technologies, Arologic creates a network of scent diffusers which can be managed via remote access giving complete control over multiple scent zones.

Air Aroma's Senior Product Developer Steven Slot says "We live in a wireless world where smart technology equals simplicity in many aspects of our everyday lives. We are simply responding to the needs of the market." With a large client base in the hospitality industry Mr Slot says Arologic has the power to transform good concepts into outstanding ones. "Scent engages the mind and has the power to awaken memories and emotions of years gone by" he says.

As scent marketing weaves its way into every facet of our lives (think smell-o-vision and scented cell phones), it also becomes far more sophisticated in its form and function. Air Aroma clients such as Mandarin Oriental in Japan have gone as far as to develop a signature scent to compliment their unique brand.

Arologic uses a unique software-based interface which provides a central remote access point to activate a scent, vary the intensity or even change the aroma. Hotels, for example, can release a micro-mist of roses in the foyer, eucalyptus in the gym and chocolate in the lounge at any given time of the day. Even more revolutionary, Arologic means every single guest room – from 1 to in excess of 100 - can be diffusing a unique scent, also controlled from one point, with the option of in-room override if necessary. The design and versatility of Arologic is unmatched.

Arologic is easy to use, working from a robust system that operates in parallel with current systems and software. "It had to be a simple, low maintenance process for clients" says John van Roemburg, CEO of Air Aroma International. Completely wireless diffusers also facilitate a fast and efficient installation. "Within 48 hours a hotel can be scenting every space." he says.

Available in the third quarter of 2008, Arologic will be standard functionality in all Air Aroma diffusers.

To learn more about Air Aroma visit [www.air-aroma.com](http://www.air-aroma.com).

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