

# Joy, Soothing, Disgust...

## Scents Can Greatly Influence Emotions!

**Over 300,000 Visitors!**  
**The Scent Exhibition Makes**  
**Its First Appearance in Kobe, Japan!**

The sense of smell is one of the five senses of human. While it may not seem to process as much information as sight or hearing, scent plays a significant role in influencing the physical function.

For example, when both sight and smell are blocked, you probably cannot differentiate between orange juice and apple juice while drinking them. How do scents affect our taste and vision? At this exhibition, enjoy a fun and interactive experience with all kinds of scent-related content.



## Here are the Highlights!

### A New Experience

## Powered by Sony's Cutting-Edge Technology!

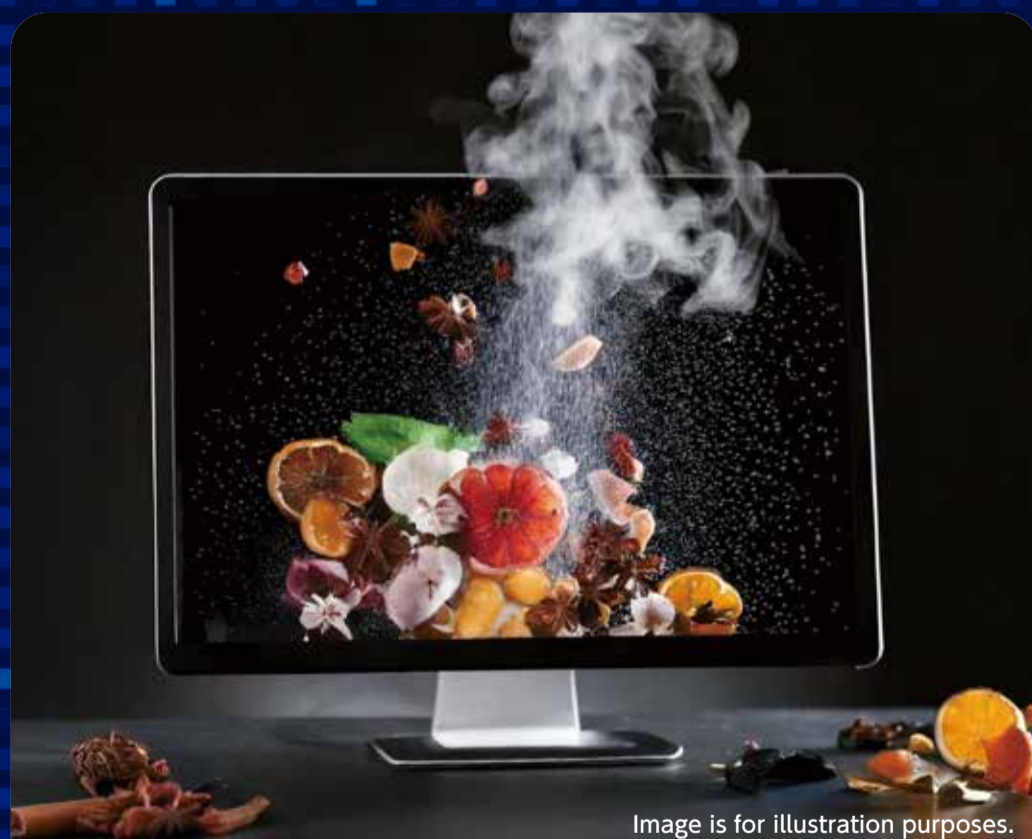


Image is for illustration purposes.

### Special Experience with Images and Scents With Sony's scent control

With Sony's scent control technology prototype "Grid Scent", enjoy a completely new sensory experience by experiencing different scents while watching videos.



### Scent Quiz

Using Sony's scent control technology, various scents will be released randomly. Try to guess what scent it is!



Image is for illustration purposes.

### Magic Scent Cup

An ordinary cup of sparkling water, but with added scents, it will make you feel like you're drinking whiskey or lemon soda. Enjoy this surprising and distinct scent experience!