

NeuroScent

Promote mental well-being with scent, vision, and biofeedback



Imagine...

You need to perform a certain task (e.g. reading a book, engaging in meditation)

Therefore, you desire to reach a certain **mental state** (e.g. **concentration**)

But you can't! Perhaps the room has an odd smell or a strange visual distraction – preventing you from *maintaining* or *changing* your mental state.



HOW COULD YOU ACHIEVE YOUR DESIRED STATE OF CONCENTRATION WHILE STILL ENGAGING WITH YOUR TASK?

Stress Relief Tools are Static. Humans are Dynamic.



WE EXPERIENCE STRESS DIFFERENTLY, SO WHY ARE STRESS-RELIEF TOOLS ONE-SIZE-FITS-ALL?

STRESS-RELATED DISORDERS ARE ON THE RISE, BUT EXISTING SOLUTIONS ARE:

- GENERIC AND LACK PERSONALIZATION.
- LIMITED TO STATIC VISUAL OR AUDIO EXPERIENCES
- UNABLE TO ADAPT TO REAL-TIME CHANGES IN STRESS LEVELS
- VR TOOLS NEED TO GO BEYOND IMMERSION TO ADAPTIVITY

WHAT IF YOUR INNER WORLD SHAPED THE OUTER WORLD?

Imagine stepping into a world where every breath, every heartbeat, and every gaze crafts your perfect oasis of calm.



NeuroScent: *Personalized Neuroadaptive Experiences*

YOUR BODY SPEAKS. WE LISTEN—AND RESPOND IN REAL TIME.



BIOSENSING
EEG, EMG, PPG



SCENT
DIFFUSION



REACTIVE VR
SCENE



MULTI-SENSORY
IMMERSION

From Chaos to Calm

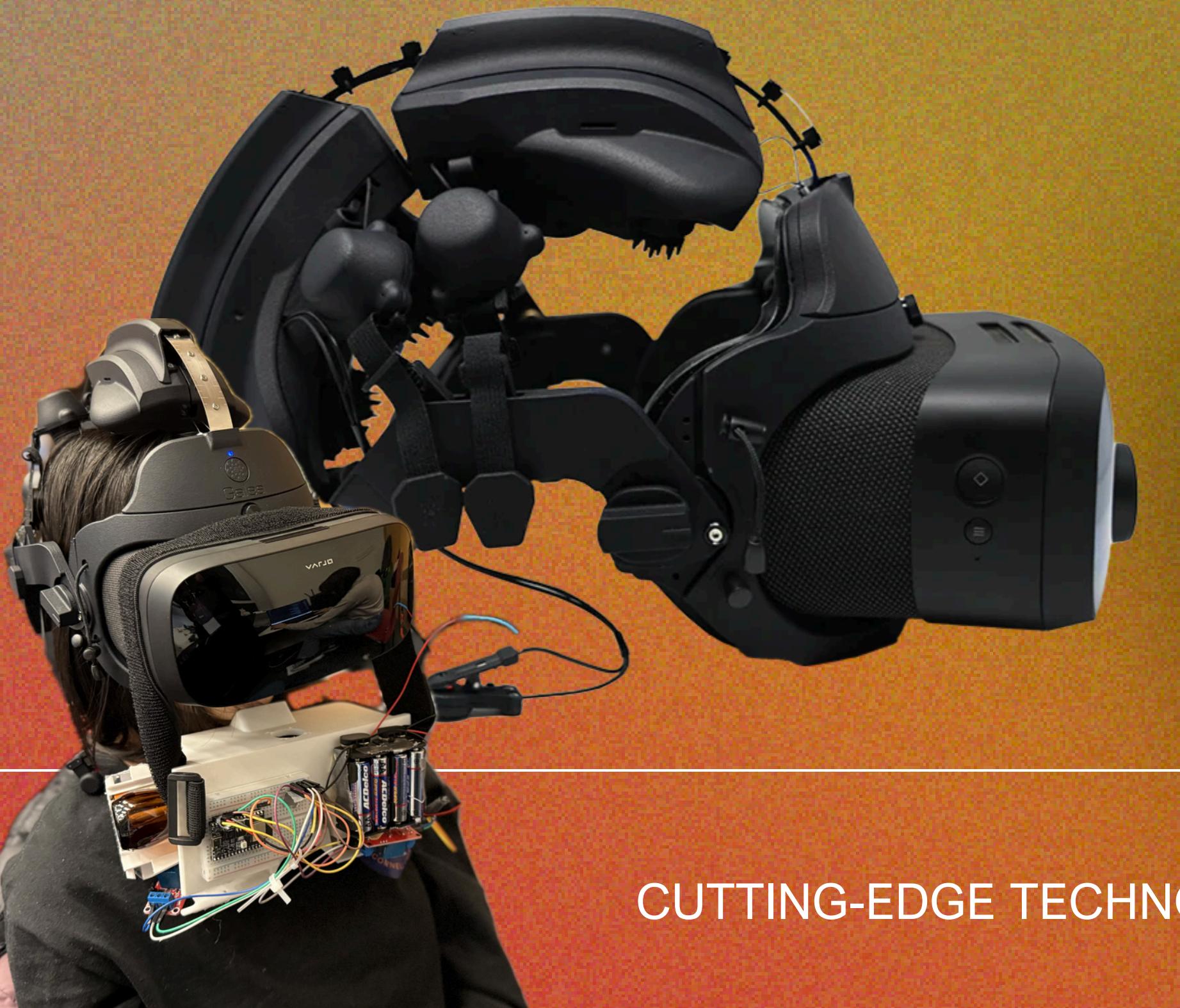
Scenario 1: Stress Relief

- Galea detects elevated beta waves and heart rate.
- VR scene opens with a fast-flowing river
- As the user calms, the scene transitions to blooming lavender fields, soft river ripples, and a lavender scent

Scenario 2: Focus Training

- The user's focus is tracked via gaze and beta waves
- Orange scent is diffused to stimulate focus and reduce distractions

Galea by OpenBCI



- **EEG (ELECTROENCEPHALOGRAPHY)**
 - TRACKS BRAINWAVES
- **PPG (PHOTOPLLETHYSMOGRAPHY):**
 - MEASURES HEART RATE TO DETECT RELAXATION OR STRESS.
- **EMG (ELECTROMYOGRAPHY):**
 - DETECTS SUBTLE FACIAL MUSCLE MOVEMENTS FOR BIOFEEDBACK.

CUTTING-EDGE TECHNOLOGY DRIVES IMMERSION

Unparalleled Immersion



Varjo Aero (HMD)

- Ultra-high resolution visuals
- Integrated 200Hz eye-tracking for precise interaction and foveated rendering.

Olfactory Display:

- Customizable Cartridges: Releases calming lavender, energizing orange, or grounding mahogany scents.
- Real-Time Feedback: Synchronizes scent release to physiological states.
- Portable Design: Wireless with adjustable intensity levels for seamless integration with VR.



Neuroadaptive Feedback Loop

A world that reacts as quickly as your body.

1. INPUT:
 - GALEA CAPTURES BRAINWAVES, HEART RATE, AND GAZE DIRECTION.
2. PROCESSING:
 - REAL-TIME DATA PROCESSED VIA BRAINFLOW API AND CUSTOM NEURAL FEEDBACK ALGORITHMS.
 - EYE-TRACKING DATA CALIBRATES THE USER'S GAZE TO VR SCENES
3. OUTPUT:
 - VR SCENE ADJUSTS DYNAMICALLY
 - FLOWER PETALS TO INDICATE SCENT RELEASE
 - SCENT DIFFUSES TO GROUND USERS DURING STRESS
 - SCENTS SYNC WITH CALMING VISUALS

Experience the magic yourself

WE DON'T JUST IMMERSE USERS—WE GUIDE THEM
THROUGH PERSONALIZED CALM, PIONEERING THE
INTEGRATION OF SCENT DIFFUSION IN VR.

It's not just technology—it's transformation



Questions?

LET'S BUILD A CALMER
WORLD TOGETHER

