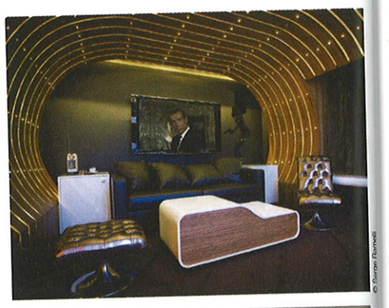
Seducing Hotel Guests Through All Senses

The Seven Hotel Boosts the Guest Experience Through Emotional Enhancement

The Seven Hotel is one of those rare hotels that seeks to indulge in all the five senses: smell, taste, sound, touch and vision. With 28 "cloud" rooms, and 7 individually designed suites, all along with state of the art technologies, this hotel is designed to touch all the senses.



"I created a hotel of emotions. I want my clients to feel something when they stay in this hotel", says Philippe Vaurs, the proud owner of the Seven Hotel, about the new Seven Hotel. And that is exactly what the clients get. There are 28 rooms with a "sky" theme, leaving the hotel guests with a sensation that they are sleeping among the clouds, thanks to the special levitated bed and some with levitated bathtubs. All the furniture is transparent, giving hotel guests the feeling that they are truly "floating", complete with a starry sky. The fibre optic lights also regularly change colours. "Since smell is a part of the human emotion, we have four channels where each channel has a special smell.

The system was integrated by Scentys Fragrance System, where all is connected by one single PC that centralises all the videos and the smells. The clients then can choose between Thai massage, ocean shore, fireplace, and champagne bubbles. There is also a chance for the hotel to personalise the channels for special clients in the future. The rest of the establishment also evokes the same feeling as the rooms, as the lobby plays on the theme of levitation, with suspended glass balls and a 3D screen that displays bubbles. The seven individually designed suites also touch upon the senses. They range from a 007 theme to an Alice in Wonderland scenario.

There are sensual fabrics, materials, playful lights, and experimenting with transparency, among others. Four designers were called upon to create the rooms. *"I didn't want any well known designers; I wanted fresh new ideas and I certainly didn't want to impose anything on them"*, said Mr. Vaurs.

Olfactory Design

Differentiation, Guest Satisfaction and Loyalty… Thanks to Scentys "Fragrance on Demand"

According to neuroscientist, Rachel Herz, "The emotional power of smell-triggered memory has an intensity unequalled by sight and sound triggered ones."

The diffusion of Scentys "fragrance on demand" is able to transform your customers' experience, creating an olfactory atmosphere in guest rooms and Spa cabins, as well as in common areas.

With references such as the Royal Monceau, Printemps Haussmann, Hilton Paris, and the new Hotel Seven, Scentys Fragrance Systems offer a new tool with which to create the "total sensory experience". Diffusion occurs by the natural volatility of the scent. The rendering is perfectly genuine, and has been assessed by such great names as Chanel, L'Oréal, Procter & Gamble, LVMH and Estée Lauder, just to mention a few.

About Scentys

Scentys and Scentys Fragrance Systems are part of the Presensia SAS group, a French company specialized since 2004 in scent solutions and scent marketing for fragrance, spirits and hospitality professionals. Presensia relies on a global network of partners to design, manufacture and distribute its products in scent communication.

CONTACT
scentys.com

SCENTYS
FRAGRANCE SYSTEMS

PREMIUM FRAGRANCE COLLECTION

A complete catalogue of 30 standard premium fragrances is available, organized into 5 themes:

- Relax
- Vitalize
- Design your interior
- Enjoy exceptional moments
- Travel

Each theme proposes 5 to 7 scent concepts and high quality fragrances to illustrate them.

ROOMS AND SUITES

On-demand scent video "ambiencing" is now possible, by integrating one Scentys fragrance unit inside each room's ceiling and can be controlled directly by the TV remote control. The TV programs on specific channels can even be synchronized with their respective scents. The client can choose several fragrances depending on his mood, the moment of the day and his desires (e.g. "Satin Bath", "Shopping Relax", "Californiayoga", "Sensual Party" etc…)

LOBBIES AND BARS

Several scented atmospheres can be selected, that change according to the time of day. Scents are planned remotely thanks to monitoring software accessible from the reception desk's computer. For example:

- Morning, some tasty notes for breakfast: "Pastries", "Expresso Zest"
- Mid-day, a natural and fresh scent of cleanliness: "Fresh and Clean"
- Afternoon, Alcohol scents to euphorise: "Gewürztraminer", "Champagne", "Happy Hour"
- Evening, warm notes to set the mood: "Cigare Lounge", "Black Gold", "Luxe Volutes"

EXCEPTIONAL QUALITY

The only thing your clients will remember is the scent. Whatever the technology, whatever the interactivity, whatever the experience… don't waste any time with low to standard fragrance qualities. The average human being is expert enough to distinguish good quality fragrance from poor quality!

REFERENCE PERFUMER

Scentys works with the leaders of the fine fragrance creation studios: Givaudan, IFF, Firmenich, Symrise, etc… Fragrances are carefully selected for their raw material quality, their creativity and their ability to suggest an atmosphere. An internal fragrance department proposes a full service range, from marketing orientation, fragrance selection or creation to olfactive tests.

100% SAFE

Scentys selects only fragrances that strictly comply with international regulations and standards. Laboratory tests have proven that Scentys diffuses exactly the original scent, without any parasite materials. Fragrances in Scentys are diffused thanks to fanning: no propelling gas, no heating, no burning, no liquid is used. Scentys emits only dry air and no liquid droplets.