

Be the one to implement the world's first type of marketing by coding aroma.

aroma code

“Aroma, the stimulus closest to your emotion.”

The sense of smell is said to be the most instinctive one among the five senses. Smell or aroma is the only stimulus that directly reaches the portion of brain which controls emotions.

Also, it is said that how you feel a taste is significantly affected by its smell.

Despite the importance of smell, however, it has difficult aspects in being utilized for marketing.

It is because the expressions of smell have been subjective and fuzzy to date. For example, “sour smell” is totally different between the smell of lemon and that of vinegar.

That is why Aroma Bit, Inc. transforms smells into codes which anybody can easily grasp and codes into labels, which is named **aroma code**.

Thanks to **aroma code**, it is possible now to express the smell as approximately 50 quadrillion (50,000,000,000,000,000) different patterns.

How would you utilize **aroma code** for your business?



● For Sales Promotion

Have customers scan aroma code attached to a product with an aroma code reader to lead them to buy the product online. Cross-sell related products by the product search and product recommendation based on aroma.

< Example >

- aroma code is printed on mouillette, smelling strip to try perfume.
- 30,000 Japanese sake bottles with aroma code attached are currently sold overseas.

● For Product Development or Marketing Research

Code the smell data of your products as well as competitive ones into aroma code and link them with purchase data to strengthen your marketing.

● For Branding

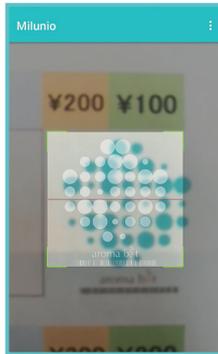
Utilize aroma code to differentiate your product by expressing its uniqueness by aroma.

▼ For more information
<https://www.aroma-code.com/>

aroma bit milunio

milunio is the world's first website that allows you to search products by aroma.
You can scan aroma code by a code reader or conduct searches based on aroma.

● Features



Scan aroma code
by a code reader



Search product info and select
drinks, perfumes,
and other products by aroma



You can select products having
similar aroma and different prices
after product recommendations
based on aroma

● milunio trial

Please download milunio app, using this QR code,
and push the camera button below on
milunio's screen to read this aroma code.

▼ You can download milunio app from this URL as well
<https://www.milunio.com/download>

▼ App Download



▼ aroma code



Special Price

aroma code issue 30,000 yen ~
including a sample measurement and a code generation
For more details, please contact below.

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You can find articles about us on



Company Profile

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Business
Development and sales of compact odor imaging
sensor as well as development of products and
services using the sensor

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