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For Immediate Release

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SensoryCo Releases New Line of Scenting Systems to Enrich Immersive Experiences

Thousand Palms, CA (January, 2020) – SensoryCo.4D is pleased to introduce a next generation line of scenting systems to be used in entertainment production environments. The SmXT1 is a state-of-the-art unit that delivers aroma to theater spaces as well as experiential spaces where different scents can be integrated with storied content.

Bryan Roe, President and CEO of SensoryCo.4D, states, "We spent years of research and development focused on the design and enhancement of new atomization techniques for scenting. Combine this technology with a goal to provide an easy integration path for set designers, experiential marketing professionals and/or integrators involved in simulators or 4D theaters, and the result is the SmXT1. The SmXT1 will provide the widest range of scent output using ubiquitous control in a small footprint."

The SmXT1 provides the highest scent saturation with no fallout using SensoryCo.4D's proprietary atomization technique. In addition, it offers the greatest level of flexibility to perform in all size spaces with different atmospheric conditions taken into account. Roe explains, "No two spaces are identical. Even within the same space, there can be micro-environments where conditions for scent distribution are different. The SmXT1 provides a scent platform that allows the integrator to take all of these aspects into consideration so that it can be field adjusted to adapt to these conditions."

The SmXT1 can be run alongside fans for wide dispersion and comes with mounting points for rigging. The unit has options for control integration (both DMX and switch closures) and offers variable scent output (specified by DMX or manual intensity settings).

About SensoryCo.4D

SensoryCo.4D, a division of SensoryCo., designs and manufactures special effects systems for immersive production development and entertainment industries. SensoryCo., established in 2011, is an independent corporation developed by the founders of Koolfog, Inc. (1987) to enhance the human experience by activating sensory perception. Leading-edge scenting systems, smoke systems, and water spritzers with open controls deliver authentic, unforgettable experiences using all of the senses. With SensoryCo.4D, the "negative space" within a target environment is now filled with scents, mist, rain, water and wind as well as smoke and fog. SensoryCo.4D's team collaborates with creative designers, curators, architects, and product development professionals focused on 4D Theaters, Themed Environments, Museums, Live Events, and Experiential Marketing experiences. Demonstrating unsurpassed technology, quality execution and impeccable service, SensoryCo.4D is a trusted brand found in experiential installations around the world. For more information please visit www.sensoryco.com.

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