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Digitizing the chemical senses: Possibilities & pitfalls

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Highlights

- Review paper assesses the possibilities and pitfalls around the digitization of the chemical senses.
- Possibilities include delivery of ambient fragrance, digital flavour experiences.
- We highlight how the majority of the attempts at successful commercialization have failed, often in the face of consumer ambivalence over the perceived benefits/utility.
- Ultimately, we suggest that mixed reality solutions are currently the most plausible as far as delivering (or rather modulating) flavour experiences digitally is concerned.
- The identify key problems with digital fragrance delivery related to attention and attribution (i.e., being aware of stimulation and believing that it is doing the work).
- We conclude with an outlook on digitizing the chemical senses.

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