

SCENTMAP.COM LAUNCH PRESS RELEASE

Voila, a New Service is Born!

Choosing a fragrance for yourself or as a gift can be challenging and confusing. Should I seek advice from someone at the store, or should I trust my own instinct?

Several years ago, two scent addicts had the hunch that one day a website could navigate shoppers through the often daunting process of choosing a fragrance. Years passed but nothing changed. So the two decided to make it happen on their own!

Scentmap.com is intuitive (the Google of Perfumes ?) and easy to use. There is no tedious questionnaire to answer. All you need to provide to explore the fragrances is what you wear now, and you are just a few clicks away from finding the perfect scent.

The remote control on the screen will allow users to fine-tune selection criteria by choosing simple characteristics (i.e. warm or fresh, extroverted or intimate, classic or new, rare or star)

Additionally, the users of the site can:

- Read the identity card to learn more about each fragrance
- Add a perfume to her/his favorites
- Rate your favorite perfumes and add your comments
- Purchase the fragrance from a partner site

The recommendations of perfumes made by Scentmap.com are generated by an "engine" built with layers of architectural information of each fragrance in the database and fueled by years of knowledge in developing fragrances. The results will take into account numerous aspects of each fragrance and its brand.

Scentmap.com exists in English and French and will soon introduce its masculine counterpart.

Enjoy surfing in the sea of fragrances!

The screenshot displays the Scentmap.com website interface. At the top, there are navigation links for 'NEW', 'WISH LIST', and 'BEST OF WEB'. A 'FREE NEWSLETTER' sign-up form is also present. The main heading reads 'SCENTMAP.COM MY PERFUME ADVISOR'. Below this, a search bar asks 'WHAT'S YOUR (HER/HIS) CURRENT SCENT?' with a dropdown menu showing 'For her', 'Thierry Mugler', and 'Angel'. The interface features a central grid of perfume product cards, each with a small image and a 'Remote Control' icon. To the right, a 'STEP 2' panel titled 'SCENTMAP REMOTE CONTROL' shows a circular dial with eight directional arrows pointing to various fragrance characteristics: 'Extroverted', 'Star', 'Warm', 'Classic', 'Intimate', 'Rare', 'Fresh', and 'New'. Below the dial, it says 'FINE-TUNE YOUR RECOMMENDATIONS BY CLICKING ONCE OR TWICE ON ANY CRITERIA'. The footer contains copyright information: '© SCENTMAP.COM 2008 | CONTACT | PRESS | SITE MAP |' and 'MADE BY DIRECT INTERACTIVE | DESIGN BY HILITEDESIGN'.

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