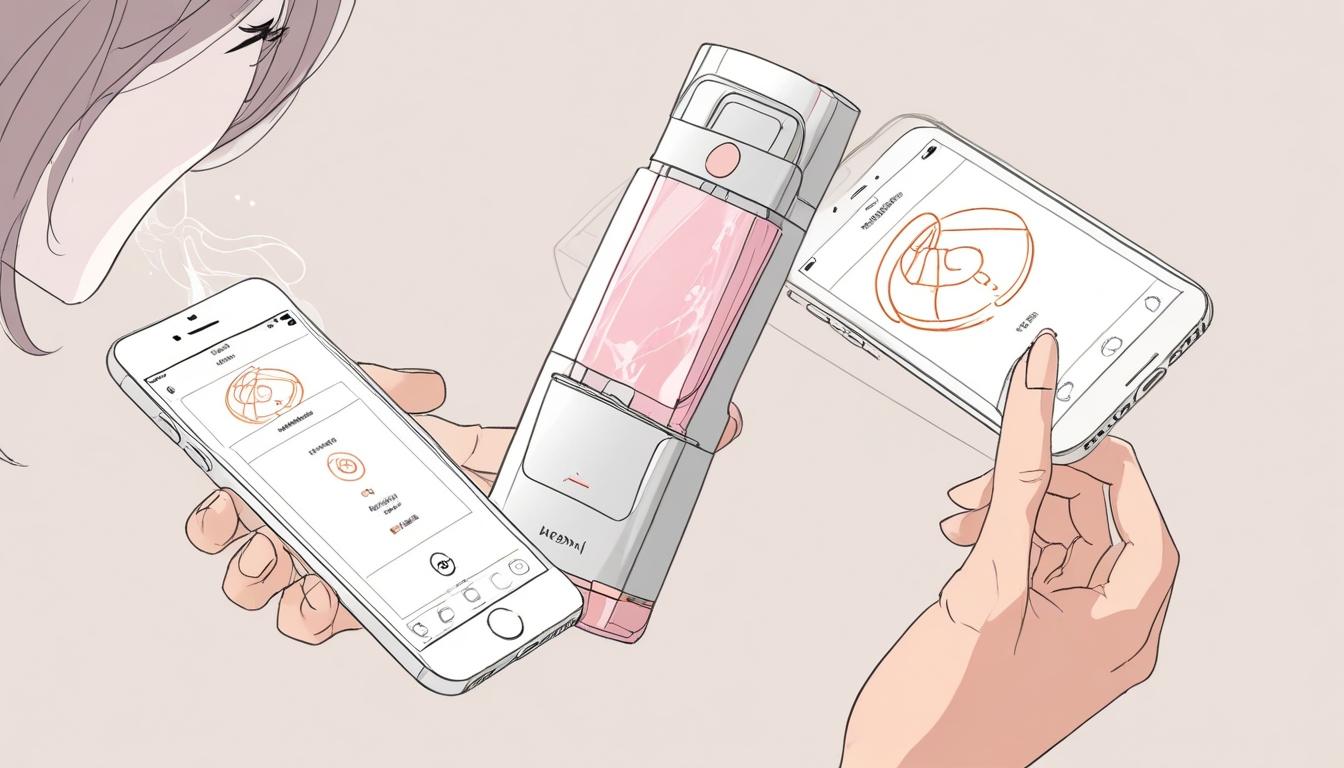
# Givaudan launches Myromi, a smartphone-controlled scent delivery system to transform product development



Givaudan, a leading company in the flavour and fragrance industry, has announced the launch of Myromi, a new portable scent delivery system that is controlled via smartphone and protected by a patent-pending technology. This innovative device is designed to enhance the product development process by enabling real-time interaction and personalised scent experimentation.

Myromi operates through a digital interface that allows users to create and modify scent profiles, gather immediate customer feedback, and analyse consumer preferences more effectively. Fabio Campanile, the global head of science & technology at Givaudan Taste & Wellbeing, explained the significance of the technology in a statement: “Myromi adds to our growing suite of digital tools for collaborating with customers to speed up product development. Once connected, users can explore saved aroma profiles, create new blends, leave comments, enter liking scores and fill out surveys. These capabilities eliminate much of the guesswork involved in formulation. From quickly determining product development direction to landing on the right flavour profile, the device is already delivering results.”

Traditional approaches to collecting consumer feedback during product development are often expensive and time-consuming, leading to delays and reduced success rates. Myromi aims to address these issues by allowing users to blend and adjust aromas on the spot through an easy-to-use interface. The device features up to eight flavour channels, enabling various combinations to be tested in real-time, significantly accelerating the development cycle.

Additionally, Myromi assists both consumers and formulators in understanding the appropriate terminology when describing flavour profiles, facilitating clearer and more interpretable feedback. This aspect is particularly important in refining product descriptions and sensory marketing.

Scheduled for gradual deployment throughout 2025 within Givaudan’s operations, Myromi is expected to help clients create more engaging food experiences that better resonate with their consumers. By integrating this new tool into their product development process, Givaudan is positioning itself at the forefront of digital innovation in the flavour and fragrance sector.

The Industrial News is reporting this advancement in sensory technology, highlighting Givaudan’s commitment to combining digital tools with traditional sensory science to improve efficiency and outcomes in product development.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.publicnow.com/view/9440EC48AE6E2068A33B7C64D534FDE50476C3CE?1745480741> - This URL supports the claim that Givaudan has launched Myromi, a handheld aroma delivery device controlled via smartphone and protected by patent-pending technology. It highlights the device's ability to enhance flavour development through real-time customer feedback.
2. <https://www.instagram.com/givaudan/p/DI06zbAOF--/> - This Instagram post by Givaudan announces the launch of Myromi, emphasizing its revolutionary role in enhancing flavour development with real-time consumer feedback and co-creation capabilities.
3. <https://www.foodtechbiz.com/ingredients/givaudan-launches-myromi-a-patent-pending-handheld-aroma-co-creation-device> - This article provides details about Myromi as a patent-pending handheld aroma co-creation device, controlled via smartphone, which supports the claims regarding its innovative nature and functionality.
4. <https://www.givaudan.com/fragrance-beauty/fragrance-technologies/delivery-systems> - While not specifically about Myromi, this webpage highlights Givaudan's expertise in fragrance delivery systems, supporting the broader context of the company's innovation in sensory technologies.
5. <https://www.givaudan.com/media/trade-media/2021/givaudan-launches-aroma-kiosk> - This webpage describes another Givaudan innovation, the Aroma Kiosk, which, like Myromi, demonstrates the company's commitment to integrating digital tools with sensory science for enhanced product development.
6. <https://www.noahwire.com> - This source is mentioned as the original report of Givaudan’s advancement in sensory technology, highlighting the company's commitment to combining digital tools with traditional sensory science.
7. <https://industrialnews.co.uk/givaudans-myromi-technology-speeds-up-flavour-development/?utm_source=rss&utm_medium=rss&utm_campaign=givaudans-myromi-technology-speeds-up-flavour-development> - Please view link - unable to able to access data