Making VR/AR experience more thrilling with the addition of smell

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Whether we are immersed in a totally virtual world, or if we perceive reality augmented with virtual elements, our reactions and emotions are mostly correlated to sensory experiences. While we are used to seeing virtual objects and hearing 3D digital sounds, the experience of smells is much less common. However, smells are of great importance in our daily life. They are linked to many situations, events and objects. To understand its importance, just think of the discomforts of those suffering from hyposmia and anosmia (partial and total loss of smell). There are many issues to study concerning olfaction and the creation of olfactory displays to use in VR/AR applications, which intersect the disciplines of science, engineering, psychology, and design.