

# Odor in the Vehicle Interior

Online Seminar

## Session 1



### 30 SEPTEMBER 2020

Introduction to olfactory perception and evaluation

08:45 AM Check-in

09:00 AM Welcome / Introduction

09:15 AM **Physiological and psychophysical principles of olfactory perception**

Dr. Michael Holzwarth, imat-uve gmbh

10:00 AM Break

10:10 AM **Methods and influencing parameters of odor tests according to different car manufacturers**

Clement Negra, imat-uve gmbh

10:45 AM Break

10:55 AM **The odor impression of mixtures - Intensity and character**

Dr. Michael Holzwarth, imat-uve gmbh

11:40 AM Break

11:50 AM **Fragrancing the car**

Dennis Borghoff, imat-uve gmbh

12:10 PM Discussion / Q & A

### 1 OCTOBER 2020

Which nose smells best? Human vs. machine

01:30 PM Check-in

01:45 PM Welcome

02:00 PM **Odor optimization in practice**

Markus Eickeler, imat-uve gmbh

02:40 PM Break

02:50 PM **Odor panel management – from the first idea to a qualified panel**

Matthias Büsselmann, imat-uve gmbh

03:20 PM Break

03:30 PM **Training an odor panel with standard materials**

Tobias Platzen, imat-uve gmbh

03:50 PM Break

04:00 PM **Use of electronic noses**

Benjamin Riegger, Smelldect GmbH

04:40 PM Break

04:50 PM **GC-IMS – Sensitive and reliable Trace Gas Analysis to impartially detect and quantify Volatiles on-site**

Thomas Wortelmann, G.A.S. mbH

05:30 PM Discussion / Q & A

## Session 2

