TagItSmart!
Smart Tags driven service platform for enabling ecosystems of connected objects

Grant agreement 688061

IS-COSMEU-Tag

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Introduction

This document accompanies the archive with the multimedia assets provided for the execution of the experiment and describes the setup phases for the experiment execution as reported in deliverable D2.3 “experimentation report”.

Section 1 describes the multimedia assets and information for the products with references to the files

Section 2 describes the procedure to install the auditor and consumer applications on android devices

Additionally, the Auditor app require credentials to log in the IS-COSMEU-Tag platform, obtain the decryption keys and gain access to the sensitive information as specified in deliverable D1.1 – “Reference Scenarios for Brand Protection in the Cosmetic Sector”.

A sample user was created and can be used to login at the first startup of the Auditor app with the following credentials

- username: mike.glenn@masque.com
- password: armadillo

Section 1 - Product information and multimedia assets

For the purpose of the IS-COSMEU-Tag experiment execution, four fragrances from the Masque catalogue were chosen. Subchapters from 1.1 to 1.5 includes the tables describing the fragrances, while chapter 1.6 describes the raw materials cross referenced by the different fragrances. All this information were added to the IS-COSMEU-Tag platform through the manufacturer cockpit and then shown in the Auditor and Consumer apps.

1.1 Terralba

Brand	Masque Milano
Fragrance Name	Terrlba
Nose	Delphine Thierry
Year	2013
Short Description	In front of you, the sea. Behind, mediterranean shrubland…
Long Description	You are in such a transition area in which the smells of shrubs and the heath mingle intimately (and indistinguishably) with the saline odour of the sea. You walk cautiously on the rocks of the small pathway leading to the beach, following – almost chasing – the sound of the waves, finding your way through the thick vegetation. It is a narrow and steep pathway. You touch the branches of the bushes. A bent branch bleeds a dense and sticky resinous liquid, whose strong and bitter odour doesn't want to leave your skin. And – in front of you – deep blue. The horizon expands and you abandon yourself to the sounds and the view of the mighty ocean sea.
Head Notes	Clary Sage, Lemon, Green Tangerine
Heart Notes	Myrtle, Thyme, Curry Leaves, Everlasting Flower
Base Notes	Lentisc, Juniper, Cypress, Cedar Wood

1.2 Montecristo

Brand	Masque Milano
Fragrance Name	Montecristo
Nose	Delphine Thierry
Year	2018
Short Description	In the livingroom of an old villa, in the Tuscan countryside. It is the close of day.
Long Description	Every single element of the interior contributes to the warmth and reassuring comfort. The floor of old robust wood planks, aged and worn with the use. In the massive fireplace, coals are still burning. The comfortable couch is made of the best leather, once stout and rigid, and spotlessly tanned, is now soft and worn, and the colour is fading away. A deck of used playing cards abandoned on the coffee table. The tobacco leaves of the hand rolled cigar. A glass of rum.
Head Notes	Cabreuva, Ambrette Seeds, Rum
Heart Notes	Tobacco Leaves, Celery Seeds, Cistus, Benzoin
Base Notes	Golden Stone, Styrax Gum, Gaiac Wood, Cedar Wood, Patchouli

1.3 Russian Tea

Brand	Masque Milano

Fragrance Name	Russin Tea
Nose	Julien Rasquinet
Year	2014
Short Description	Day faded; on the table, glowing, the samovar of evening boiled… (A.Pushkin)
Long Description	Out there, the snow-covered Nevsky Prospekt, and a sumptuous Art Noveau building. Inside, a large bookstore. And, on the first floor, an elegant cafè. As water is poured in the cup, the infusion unleashes its most characteristic notes. Black tea, heavy and intense. A floral note, sharp and biting. And that unmistakably dry and smoky aftertaste given by the caravanserai campfires, meant to keep the precious tea cargo dry in the never-ending journey through Siberia. The fresh mint leaves give a pleasant fresh touch to the hot water. A teaspoon of raspberry preserve sweetens, without altering it, the bitter aftertaste of leather and birch. We sip it slowly, gazing out of the wide window, towards the beautiful cathedral of Our Lady of Kazan and beyond. The Russian Tea Ritual today carried us to an unexpected journey in remote lands, full of mystery and fascination.
Head Notes	Mint, Black Pepper, Raspberry
Heart Notes	Black Tea, Magnolia, Everlasting Flower
Base Notes	Incense, Birchwood, Labdanum

1.4 Mandala

Brand	Masque Milano
Fragrance Name	Mandala
Nose	Christian Carbonnel
Year	2017
Short Description	The whole universe
Long Description	Light, rarefied air. Utter silence. Cows lazily lying on the grass stare at you, while you start spinning the prayer wheels. From the monastery comes the monks' overtone singing - two notes chanting in perfect, peaceful harmony. A myrrh and incense fragrance - light and delicate. A contemplative atmosphere. Vibrating at two levels at the same time.
Head Notes	Frankincense, Nutmeg, Angelica
Heart Notes	Cardamom, Cinnamon, Incense
Base Notes	Myrrh, Sandalwood, Oakmoss,Ambergris

1.5 Times Square

Brand	Masque Milano
Fragrance Name	Times Square
Nose	Bruno Jovanovic
Year	2017
Short Description	A joung boy in the middle of the big apple. Agoust 1993.

Long Description	New York stinks. It stinks of cheap harsh tobacco and dense exhaust gas. The traffic jam seems endless.And stinks of hot rubber and stale steam. People are weird. The fashionista lady with the glowing-green stilettos orders a huge pretzel. And stinks of lurid street-food of any sort. Cinnamon and fries. Mustard and caramel. The cherry of the whore's bloody-red lipstick melts with the strawberry of her chewing-gum. The side alleys are just garbage and urine. But find your way through the crowd of bachelorettes waiting for the male-strip show, and it will be a flood of tuberose and carnation. I feel like having a walk tonight. Go get my crab cakes and a burger. And breathe the city miasmas while reaching the place. Oh I love this city. How do I love it
Head Notes	Hazelnut, Stroberry
Heart Notes	Osmanthus, Tuberose
Base Notes	Sandalwood, Gajacwood, Styrax

1.6 Raw materials

Raw material	Description
ROSE	the king of flowers, lemony fresh with various nuances of powder, wood notes or fruit, feminine, clean, intensely romantic
GINGER OIL FRESH	A very common note in fragrance, most often in the context of a "gingerbread accord" It's spicy, sharp, bracing yet light, and pairs well with citrus notes, vanilla and woods.
SANDALWOOD	The classic oriental woody note, milky, soft, sturdy, rich, with a green top note and a satisfying lingering scent. The best quality used to be the Mysore sandalwood variety from India, nowadays greatly reduced to the point of extinction from perfumery due to shortage of the natural material (the species is protected from harvesting because it's an endangered species). Australian sandalwood and New Caledonian sandalwood are different species with a harsher odor profile.
IRIS	powdery starchy note with a nuance of boiled carrot and earth.
VANILLA	An ever popular fragrance note, known mostly through its synthetic variant vanillin, which is sweet, cozy, comforting, with a pleasing cookie-baking feeling to it. Alongside amber, the reference note for the Oriental family of scents (The most famous classic being Shalimar). The real vanilla pod has darker facets that recall treacle and booze with off notes.
RHUBARB	very tart and refreshing flavor, sour with strawberry facets, very popular in desserts in the US where it couples with cake, tart or crust. It pairs very well with eastern spices (cinnamon, nutmeg, ginger and saffron)
JASMINE	sweet narcotic scent that is floral but with an animalic background like living flesh, can be piercingly sweet and carry scent a mile off; can present "indolic" facets or be greener/airier when synthesized in the lab
NEROLI	itrusy, light, slightly bitter, hints of orange and honey blossom floral facets, purifying, aromatic, romantic.
ORANGE BLOSSOM	fresh and sweetish floral note coming from citrus aurantia tree (bitter orange tree) through solvent extraction of the flowers' pomade; very popular in men's and women's fragrances, can veer towards "clean" or more fleshy
ANGELICA	herbal note with a bracing but sweet feel like the herb, while the root extract is more pungent

Raw material	Description
TUBEROSE	carnal, creamy and fleshy floral note which can present mentholated facets when blooming or even rotten meat off-notes when ripe; extremely polarizing and yet popular in fragrances
NARCISSUS	heady, narcotic flower with sweet, hypnotic, green nuances.
LEATHER ACCORD	Synthetic or naturally derived note of pungent characteristics reminiscent of cured hides and leather goods. Usually rendered by birch tar or by synth isoquinolines.
VETIVER	Essence from the Eastern Asian weed grass Vetiveria zizanoid that falls under the woods category thanks to its musty, dry, woody scent with bitter chocolate and smoke facets. Very popular in niche perfumery and masculine fragrances. The reference vetivers are Carven's, Givenchy's and Guerlain's classic renditions.
PATCHOULI	An exotic bush that grows mainly in India, the leaves of which produce the essential oil of patchouli. Sweet, dark, with an earthy, woody edge, it is very popular in many blends, especially the contemporary woody floral musks. Synthetics and fractal extractions of the material also abound.
CEDAR	austere and somber woody note coming from either the Atlas Mountains (Morocco) or the Virginia (US) cedarwood. There are also many cedar-smelling synthetics in use. Probably the most beloved woody note in the Serge Lutens line of fragrances.
TEA	Greens, Herbs.
TANGERINE	very sweet hesperidic, honeyed facet, sweeter than orange.
IMMORTELLE (EVERLASTING FLOWER)	caramelized note from the everlasting flower (or helischrysum) common in the Mediterranean basin with aspects of fenugreek spice, curry and toasted bread

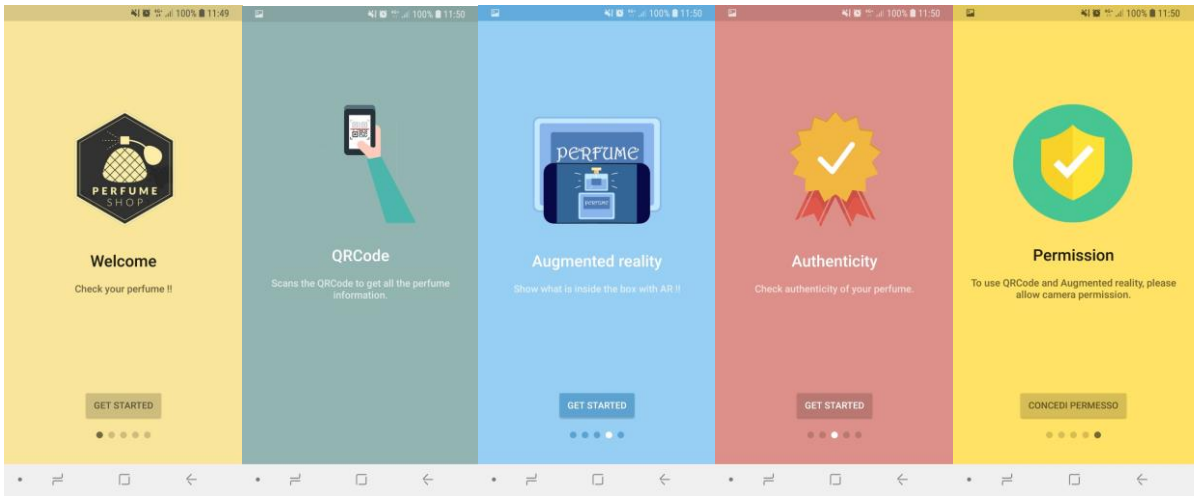
Images associated to the raw materials can be found in the “raw materials” folder of the archive.

Samples of the fragrance boxes can be found in the “boxes” folder. All Masque fragrances boxes share similar layout with black cylinder differing just for the golden logo. Therefore two samples for the “Montecristo” and “Terralba” fragrances was included.

Samples of the QR codes to reproduce the test scenarios, as described in D2.3 “experimentation report”, are provided in folder “qr codes” of the archive.

Section 2 - Applications installation and setup

Being the IS-COSMEU-Tag applications in a prototypal phase and to be used in a controller environment, it was decided to not publish them on Google Play Store but rather share the APK installer files among the limited number of devices used during the experiment execution and install them manually. After copying the APK file on the device (email attachment, cloud storage, USB, Bluetooth), the procedure varies on different versions of android:

- On Android 7 Nougat: users have to go to Menu > Settings > Security > and check Unknown Sources to allow the device to install apps from sources other than the Google Play Store.
- On Android 8 Oreo and 9 Pie rather than check a global setting to allow installation from unknown sources, users are prompted to allow the file manager to install APKs the first time.

During the first execution of the applications, a 5 steps wizard is presented to the user, to explain the functionalities. At the last step (“Permission” yellow page) user is required to grant the “camera” permissions to the app. This is mandatory to use the device camera for the QR code scanning and ARCore powered augmented reality experience.