

Olorama's scent technology supports new research on memory and virtual reality by KITE Research Institute

Olorama and KITE study how scents in virtual reality improve verbal memory in younger and older adults, opening new possibilities for digital health.

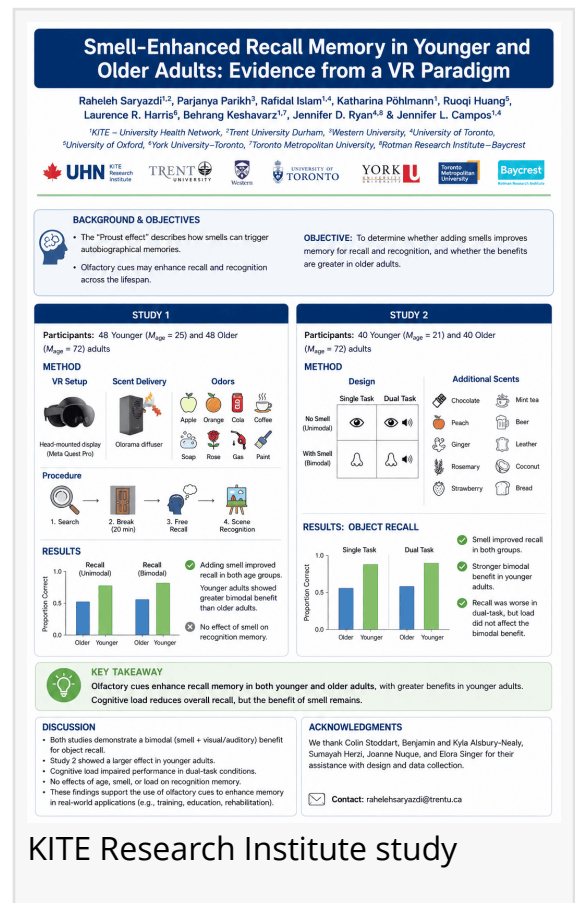
VALENCIA, VALENCIA, SPAIN, September 18, 2026 /EINPresswire.com/ -- Olorama has collaborated with KITE Research Institute at University Health Network (UHN) on a [research project investigating](#) the role of olfactory stimuli in memory during virtual reality experiences. The study, titled "Smell-Enhanced Recall Memory in Younger and Older Adults: Evidence from a VR Paradigm," was recently presented at the Annual Meeting of the Cognitive Science Society.

KITE Research Institute is one of the world's leading research centers in rehabilitation and health technologies. Led by Raheleh Saryazdi, in collaboration with Dr. Jennifer Campos and a team of researchers, the study examines how the integration of object-associated scents into immersive virtual environments influences memory performance across different age groups.

Olfactory stimuli enhance verbal recall in virtual reality

To conduct the research, the team integrated [Olorama's virtual reality smell technology](#) with a Meta Quest Pro headset, creating a multisensory experience that combined visual, auditory, and olfactory information.

The findings indicate that adding congruent scents associated with objects significantly improved verbal recall memory in both younger and older adults. However, the olfactory stimuli did not produce a significant effect on scene recognition, highlighting a distinction between the ways smell may influence different memory processes.



A follow-up study further examined whether cognitive load, comparing single-task and dual-task conditions, could modify the effect. Preliminary results replicated the recall benefit in both age groups, with cognitive load showing no moderating effect.

These findings provide valuable insights into the role of olfactory cues in memory and their potential applications in cognitive training and digital health interventions across the adult lifespan.

Olorama technology enables multisensory research

The collaboration highlights the growing interest in integrating the sense of smell into virtual reality research and demonstrates the potential of Olorama's scent technology as a platform for experimental studies in neuroscience, cognitive psychology, and digital health.

By providing reliable, precise, and easily integrated scent delivery technology, Olorama supports universities, hospitals, and research centers in exploring new applications of olfaction within immersive digital environments.

About Olorama Technology

[Olorama develops scent technology for immersive experiences](#), enabling the integration of smell into virtual reality, digital content, and interactive environments. Its solutions allow organizations to explore the potential of olfaction across entertainment, education, research, and digital health.

About the study

The research was published in the Proceedings of the Annual Meeting of the Cognitive Science Society, 48 (2026).

Full citation: Saryazdi, R., Parikh, P., Islam, R., Pöhlmann, K. M. T., Huang, R., Harris, L. R., Keshavarz, B., Ryan, J. D., & Campos, J. (2026). Smell-Enhanced Recall Memory in Younger and Older Adults: Evidence from a VR Paradigm.

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