



# LEXUS

## Hybrid Car Stations

### CLIENT

Lexus is Japan's largest selling make of premium cars and a key leader of innovation in the auto-industry.

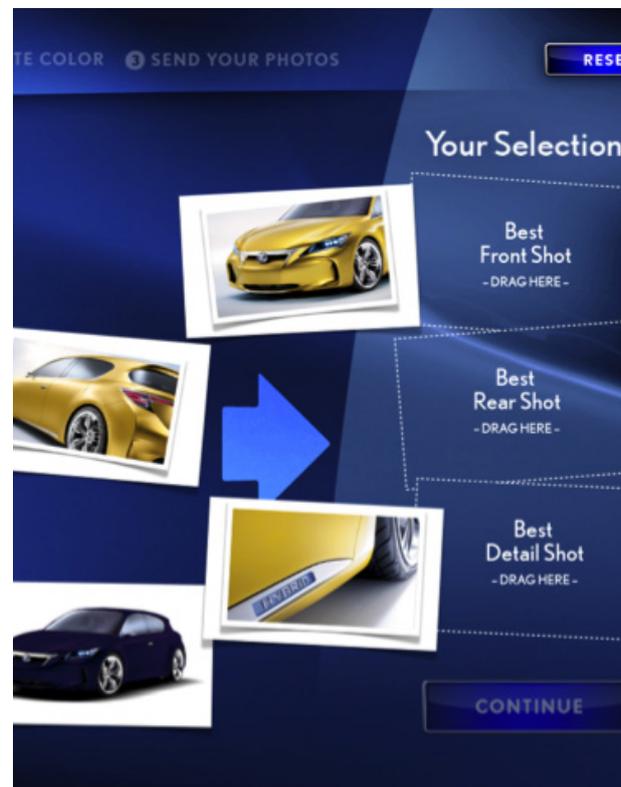
Our project brief was to join with their creative team to deliver a robust, technically innovative, interactive software application that would collect target market data for Lexus with regard to their 2009 hybrid concept car (LF-Ch). The interactive software also needed to allow and encourage individuals to contribute to the creation of a worldwide Photosynth project based around their feedback regarding the LF-Ch.

### CHALLENGES

- [1] Create robust and stable software that would withstand thousands of users.
- [2] Encourage users to contribute creatively.
- [3] Collect large amounts of feedback.
- [4] Allow guests to engage directly with the displays.

Simple touch screens were selected to display the Windows 7 Touch software that would show off the magic of the LF-Ch.

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*“The affinity created with the car would result in higher than expected initial sales figures.”*

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## SOLUTION

Three 32" touch screen monitors were stationed around the revolving stage of the exhibit. Each 32" monitor was connected to a local PC and a digital camera.

The stations were interacted with by hundreds of thousands of visitors over the lifetime of each of the 5 major car shows across the United States of America in late 2009 – Early 2010.

The software stood up to our high standards and those of the client: it operated without fault or failure for the entire gamut of shows, and required no support during that time frame.

## BENEFITS

[1] Created brand affinity.

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[2] Collected large amounts of useful data.

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[3] Zero faults or failures.

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[4] Gave guests an exciting hands-on experience.

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The Client believed that the affinity created with the car over the course of its display in the car shows across the United States would result in higher than expected initial sales figures as well as those over the longer term.

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OUR PHOTOS

2 CHOOSE YOUR FAVORITE COLOR

3

## Select your favorite color

Thank you for selecting your best photos! Now we would also love to hear your opinion on which color the LF-Ch would look best in?

This will help us to create the production model which will be coming to the US in the near future.



Select one out of the 8 new color choices above

OUR PHOTOS

2 CHOOSE YOUR FAVORITE COLOR

3 SEND

## Send your photos

Please enter your email address to receive your photos and more information about the LF-Ch.

KSMITH@HOTMAIL.COM

Your email address



*“The software operated without fault or failure for the entire gamut of shows.”*

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