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.


[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.

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


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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