

AUTOMOTIVE

Lexus promotes updated design through eye of the beholder

February 28, 2017



Lexus' 2017 IS

By SARAH JONES

Toyota Corp.'s Lexus is focusing on what meets the eye in a secondhand look at its 2017 IS.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

In a digital project, the automaker leveraged eye-tracking technology to provide a more instinctual look at the lines of the vehicle. Providing this interpretation of the vehicle through a visual surrogate may make consumers focus on design features previously overlooked in more traditional imagery.

Lexus was reached for comment.

Second look

Lexus details the project in a blog post.

In a short film, Lexus recalls the process behind the image created. The brand asks the viewer, "Can a design be so bold that you can't look away?"

A man is seen donning a pair of special glasses. With the lenses ready to follow his eye movement, an IS springs to life, its headlights illuminating.



Lexus' eye-tracking project

As the man was looking at the car, his eyes' movements were turned into a live sketch. The resulting black-and-white sketch resembles the car, showing that the viewer's attention was on its design.

The tagline, "Impossible to ignore" appears.

This provides a different take on the look of the vehicle, since measuring the trajectory of his eyes alone eliminates the process of interpreting visual data that happens in the optic nerve.

After seeing the car through this man's eyes, the consumer gets their own chance to view the model. Footage shows the vehicle driving through water or rotating.

The New Lexus IS - Impossible to Ignore Full Movie

Consumers who are interested can click through to a description of the IS from the blog.

For 2017, Lexus has made over the executive sport saloon's exterior. In the front, headlights are more apparent, A longer grille suggests a sportier attitude, while the side of the car features a new line.

Visual medium

Lexus has previously found out-of-the-box ways to introduce a design to consumers.

The brand illuminated the design details of its latest IS model by turning one of the cars into a vehicle for expression.

Lexus wrapped a 2017 IS in 41,999 programmable LEDs, which can broadcast graphics and videos or respond to music or gestures via animations. Through a collaboration with music platform Vevo, Lexus' custom LIT IS was cast in a supporting role in the video for recording artist Dua Lipa's track "Be the One," allowing the vehicle to show off its flair for drama ([see story](#)).

For a digital audience, finding ways to communicate the emotions surrounding a particular vehicle can be a challenge. Lexus has worked to create technology-fueled visual representations of a physical experience.

The automaker explored the physiological responses that its cars can elicit with a new concept vehicle that shows the driver's heartbeat.

Lexus Australia teamed with creative agency M&C Saatchi to outfit a one-off RC F high-performance coupe with technology that measures the driver's heartbeat and converts that information into a coordinating display on the outside of the car. This first vehicle of its kind communicates the feeling of driving a Lexus in a strikingly visual manner ([see story](#)).