

AUTOMOTIVE

## Lexus augments convenient media coverage through innovation

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*Lexus' on demand press conference through augmented reality. Image credit: Lexus*

By BRIELLE JAEKEL

Toyota Corp.'s Lexus is working to make media coverage of its participation at the Frankfurt motor show easier to share by using augmented reality.

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The goal is to revolutionize the press conference model, allowing for a more flexible experience in which media personnel can interact with content at any time in a life-like setting. Lexus is premiering the technology during the Frankfurt Motor Show in which visitors can stop by its booth to interact with the new press conference.

Press of the future

Lexus is sharing a new way to announce major brand news and showcase content to journalists with its augmented and virtual reality initiative.

Currently at the Frankfurt motor show, which starts Sept. 14 and runs until Sept. 24, members of the media can experience Lexus' press conference without all having to be there at a specific time.



*Lexus' Alain Uytendoven speaks in its augmented reality press conference. Image credit: Lexus*

Those who stop by the Lexus booth will be given a pair of special glasses. After putting the glasses on, a virtual host will guide visitors through the stand.

They will be able to view the exhibits while simultaneously hearing and viewing speeches made by virtual speakers such as head of Lexus Europe Alain Uyttenhoven. Product specialists and the communication team join Mr. Uyttenhoven to introduce new CT and NX models.

Lexus hopes the new on-demand press conference will allow the team to get news and announcements out faster in a more engaging manner. Lexus notes that the experience takes less than 10 minutes, but provides a plethora of information.

Journalists will be able to "attend" press conferences at times that better suit their schedules.

Lexus innovation

Lexus is often innovating in various sectors beyond just automotive.

For instance, the brand asked young creatives to help it build a better world by exploring the concept of coexistence.

Lexus opened entries for the 2018 edition of its Lexus Design Award, a competition that gives four up-and-coming artists opportunities for mentorship and grants of more than \$25,000 to bring their ideas to life. Through this competition, Lexus is able to expand its influence in design beyond the automotive space, giving help to innovators who are going to make up the next generation of talents in a variety of fields ([see more](#)).

The auto brand also innovated with its advertising. Lexus recently tested moviegoers' ears with a new theater advertisement that looks to entertain viewers while showing off its vehicle's power.

In a new theater advertisement, guests were prompted to identify which automaker is being heard, solely by the sound of its engine. The gaming-like ad touted the Lexus LC 500 in a manner that gets viewers to pay attention ([see more](#)).