



POPAI Award 2010

March 30, 2010 Paris

Gold Award

in the category

Automotive



Lexus

The POPAI gold awarded to the interactive shop in shop system was developed to support the introduction of Lexus' groundbreaking Hybrid Drive system technology "HDS". The system which is designed by Lloyd Northover intuitively and visually presents Lexus' advanced technology. A set of interactive elements are configured to create an emotional communication via a state of the art digital signage solution. In the selections area a virtual reality demo involves an interactive HDS movie screen and graphics for further information. The black and blue visual-language is reflected in the materials and finish, which in turn reflect the electric hi-tech aura of the cars.