

# Lexus Sports Illustrated Ad: Style and Technology, Together Like Never Before

October 10, 2012

TORRANCE, Calif., (Oct. 10, 2012) – Lexus just added a new layer to its compelling 2013 ES marketing campaign with an advertisement that, like the entirely new ES, merges next-generation technologies with stunning visuals. The result is a never-before-seen convergence of print and digital advertising. Starting today, readers can bring an ES print ad (found in the Oct. 15 issue of *Sports Illustrated* magazine) to life by simply placing the ad over the screen of an iPad® while running the Lexus-created video found in this week’s iPad edition of *Sports Illustrated* or at [Lexus.com/stunning](http://Lexus.com/stunning). With a single touch, users will see a static Lexus ad take off for a stunning test drive.

“The new ES proves what’s possible when advanced technology is elevated by style,” said Brian Smith, Lexus vice president of marketing. “This ad not only communicates that message, but literally replicates the paradigm itself, allowing us to bring an interactive layer to a traditionally static medium.”

## **The Experience**

The 2013 ES ad looks like a standard print advertisement featuring the vehicle and a headline: “Introducing a Stunning Feat.” But, after placing the iPad underneath the ad, the static image comes to life. The sky flashes and pulsates with a brilliant color before exploding to the beat of the music. Suddenly, the engine revs, the ground propels forward, the wheels spin and the car begins driving through the night. Along the way, the tempo changes for a brief tour of the dashboard’s Lexus Enform® connectivity features, then picks back up, highlighting the vehicle’s design and, finally, technology.

## **Making a Print Ad Come to Life**

Lexus spent months developing CinePrint™ Technology to animate the 2013 ES’s next generation design and technological advances in a way that’s never been done. Most traditional mashups feature print ads that redirect to a digital experience away from the printed page.

CinePrint Technology flips that on its head, creating a tactile and visceral connection that brings one closer to the printed page with a multi-sensory experience that combines sight, sound and touch.

## **Putting Your Print in Motion**

To experience the ad firsthand, find the Lexus ad in this week’s print edition of *Sports Illustrated*. Place an iPad underneath the ad while running the Lexus ES video found in this week’s iPad issue of the magazine (for subscribers) or by visiting [Lexus.com/stunning](http://Lexus.com/stunning) from your iPad (for non-subscribers). A video demonstration can also be found by visiting [Lexus.com/stunning](http://Lexus.com/stunning).

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