

Toyota Announces 'MikuScape,' a Tribute to the Partnership Between the Corolla and 3-D Pop Diva Hatsune Miku and the Launch of the Hatsune Miku Augmented Reality Experience

September 14, 2011

TORRANCE, Calif. (September 14, 2011) — Toyota's 2011 Corolla campaign featuring 3-D holographic character, Hatsune Miku, has been a big hit among fans and now Toyota is giving back. Toyota announces MikuScape, presented by Toyota Corolla, at the Japanese-style cosplay café, Royal/T. Fans will have a chance to win an invitation by participating in Toyota Corolla's Facebook application. One-hundred participants will be randomly chosen to be invited to the event in Culver City, California on September 16, 2011.

Royal/T is known for its combination of retail and contemporary art, serving as the perfect location for MikuScape. The event will be focused around Hatsune Miku fan artwork and the character's collaboration with Toyota Corolla. Themed desserts and cocktails will delight guests as they view artwork, as well as a live, performance art piece that melds Miku and the Corolla. Royal/T's noted pop-up store space will be transformed into Hatsune Miku's garage for her official vehicle, the Toyota Corolla, and will be on display from September 15-25.

At the event, Toyota will also be celebrating the launch of the Corolla and Hatsune Miku Augmented Reality Experience. Found on Toyota's Shopping Tool App, users will be able to view Hatsune Miku singing and dancing in 3-D alongside the 2011 Corolla. Most interestingly, the image to be snapped is integrated with the ToyoTag, Toyota's adaptation of Spyderlynk's SnapTag technology. Toyota worked closely with interTrend and Metaio, to develop this custom 3-D model and build the AR functionality into the existing Toyota Shopping Tool iPhone and Android apps.

"We are excited about this blended marketing experience, the launch of the Augmented Reality feature within the Toyota Shopping Tool App and ToyoTag," said Michael K. Nelson, Digital Marketing Manager. "The ToyoTag acts as both a marker and stage for Hatsune Miku and the Corolla and introduces users to the Toyota Shopping Tool App. We are anxious to share this technology with all of Hatsune Miku's fans and our customers."

Smartphone users will be able to download the target image on Toyota's website at www.Toyota.com/CorollaMiku beginning September 16, 2011. To enjoy the experience, users will need to download the Toyota Shopping Tool App and then point their camera at the image. The Toyota Shopping Tool App allows consumers to access instant information on any new Toyota or Scion vehicle with the innovative mLot® feature and VIN Barcode Scanner.

The integrated marketing campaign featuring the blue pig-tailed, singing and dancing diva has been a sensation since its launch in May 2011, with videos on www.YouTube.com/ToyotaUSA garnering over 3 million views up to date. Toyota worked with long-time partner and Asian American advertising agency interTrend Communications on the collaboration between Hatsune Miku and the Corolla.

For press invitations to MikuScape presented by Toyota Corolla, please contact Jennifer Yoo at Jennifer@intertrend.com or (562) 733-1855.