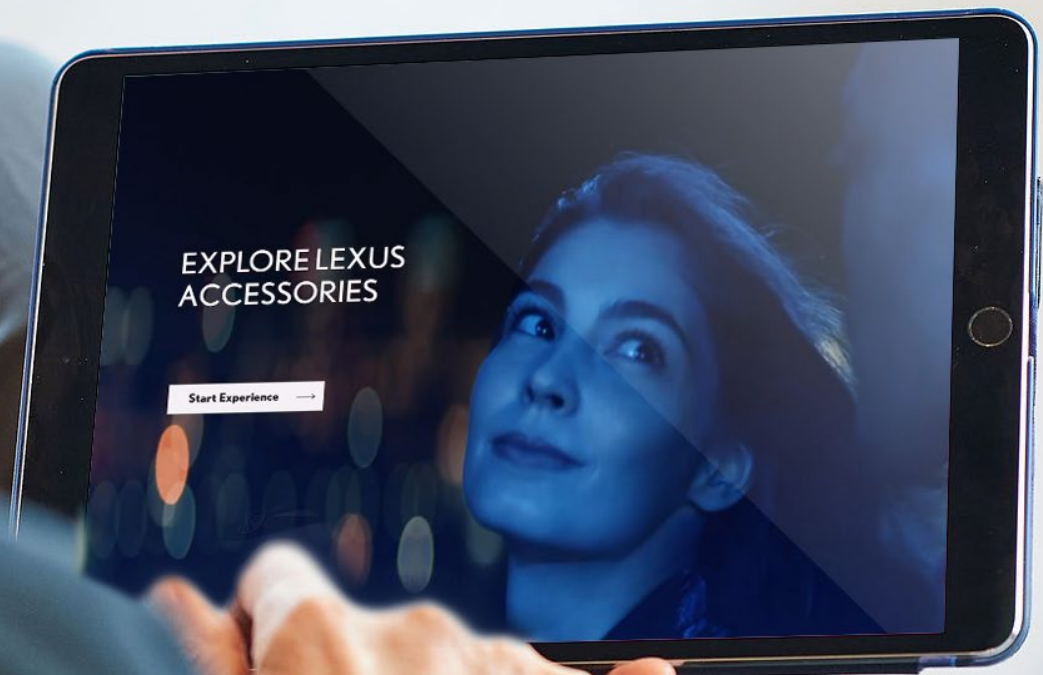


LEXUS AR ACCESSORIES APP RETAILER USER GUIDE

VERSION 1.0 - DECEMBER 2021



EXPLORE LEXUS
ACCESSORIES
THROUGH
AUGMENTED
REALITY (AR)

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1. AR APP INTRODUCTION

The **Lexus AR Accessories App** (referred to in this document as 'the App') allows you and your customers to experience accessories enabled for your market through augmented reality on an iPad.

Note:

iPad must be AR enabled.

Click on www.apple.com/in/augmented-reality to explore AR enabled iPads.

1.1 APP REQUIREMENTS & OPTIMAL CONDITIONS

The basic requirements for the App are:

- Device > **iPad Pro 2nd Generation**.
- **High speed Wi-Fi** for a smooth experience.

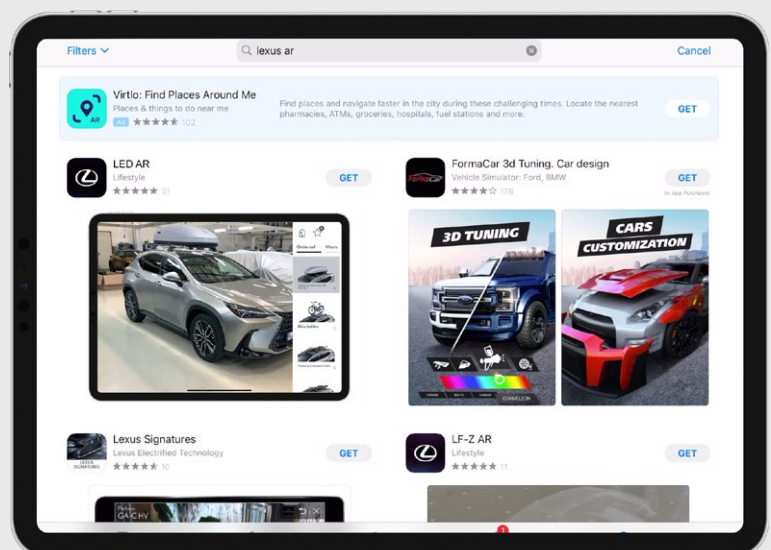
To enjoy a high-quality AR experience, consider the following:

- Provide well-lit indoor lighting conditions (retailer premises).
- AR tracking involves image analysis, which requires a clear image.
- Tracking quality is reduced when the camera cannot see details (e.g. when the camera faces a blank wall or the scene is too dark).
- Avoid excessive motion - too far, too fast, or shaking too vigorously - as this results in a blurred image, reducing tracking quality.
- Brighter car paints (e.g. Silver) provide better contrast for AR tracking.

1.2 WHERE TO FIND THE LEXUS AR ACCESSORIES APP?

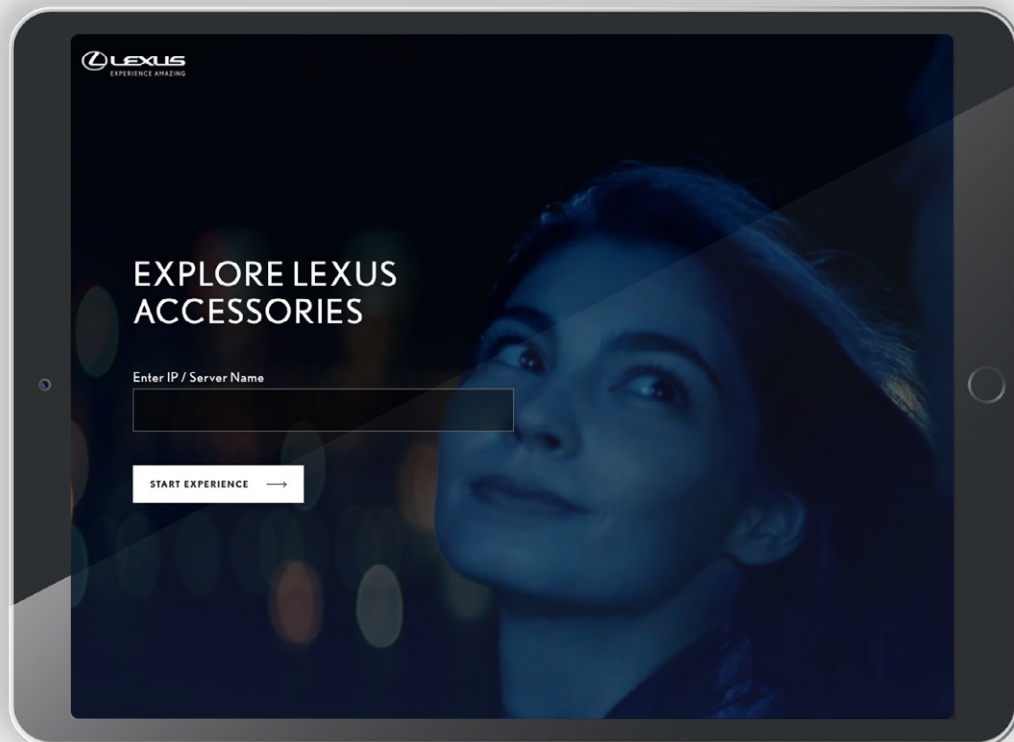
The App is available in Apple App Store (iOS) and is named **LED AR**.

The App is not available for Android.



2. APP INSTALLATION

- Please ensure your device is connected to a high-speed Wi-Fi network.
- Open the Apple App Store.
- Type “LED AR” in the application search bar.
- Select & Install the LED AR app. The download and installation process may take a few minutes depending on the speed of your internet connection.
- Once the download has started, the App icon will appear on the home screen of your device. Open the application.



3. SETTING UP/CONFIGURE THE APP

This section provides information on how to navigate through the App and explore its features.

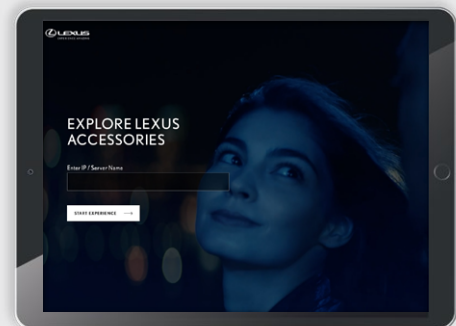
Note:

- Always keep track of your surroundings so you do not bump into objects, walls or other people.
- Before opening the App, please make sure your device is connected to a high-speed Wi-Fi network.

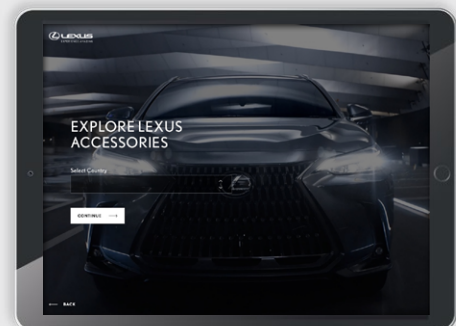
3.1. COUNTRY SET UP

The first screen invites you to start the Lexus AR Experience.

To start establishing the connection with the server, click on the **START EXPERIENCE** button.



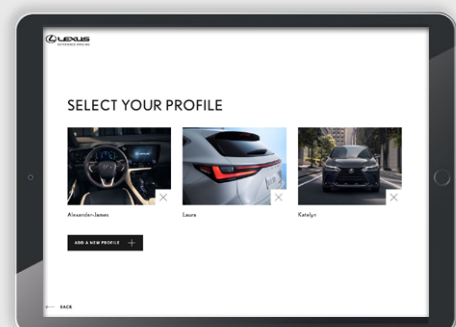
Select your country from the dropdown list and click on **CONTINUE**.



3.2. PROFILE SET UP

This screen provides the user an option to choose one of the existing profiles or add a new personalised profile.

Click on **ADD A NEW PROFILE** to create your own personalised user profile.



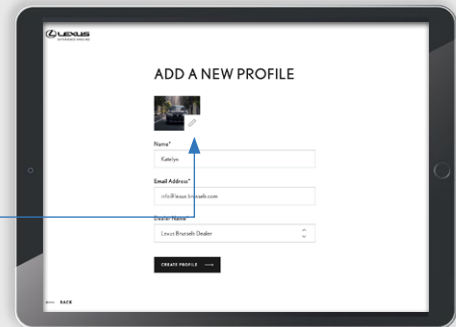
>> 3.2.1. ADDING A NEW PROFILE

Step 1:

Create a new profile by adding your:

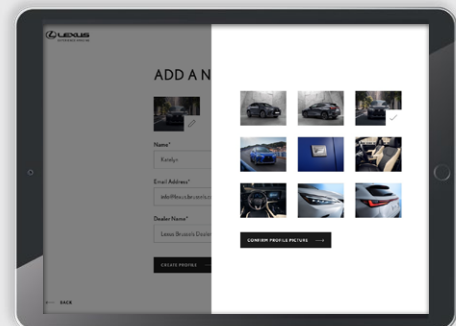
- **Name**
- **E-mail address**
- **Retailer name**

You can also include an avatar by selecting this icon:

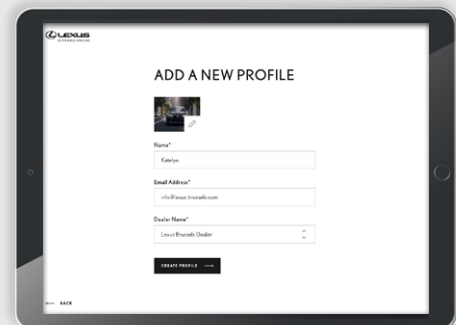
**Step 2:**

You can choose an avatar by clicking on one of the images.

Select **CONFIRM PROFILE PICTURE** to confirm your avatar selection.

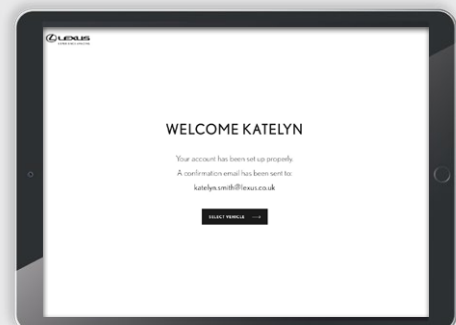
**Step 3:**

To finalise adding the profile details, select **CREATE PROFILE**.

**Step 4:**

Once the profile is successfully added, you will receive confirmation and a welcome message.

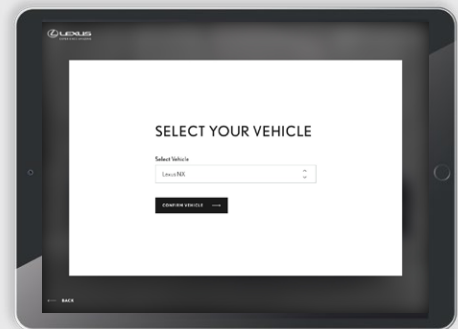
To start the AR experience, click on **SELECT VEHICLE**.



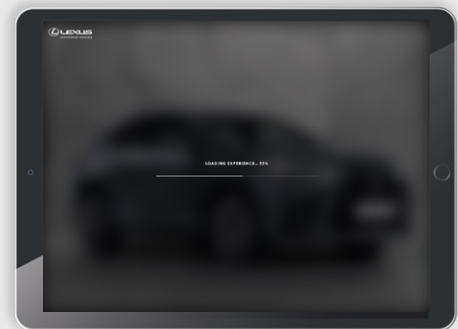
4. USING THE APP

4.1. MODEL SELECTION MENU

Once you have selected / created your profile, please **select the vehicle** you want to explore.



Once the vehicle model is selected, you will see progress of the data download.



4.2. EXPERIENCE SELECTION MENU

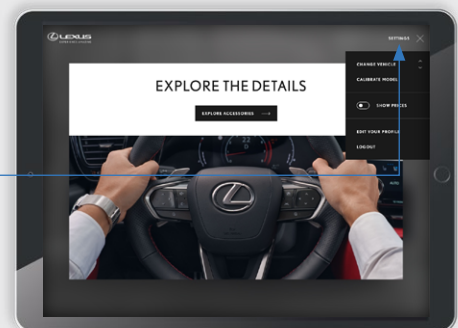
Once the vehicle model data is downloaded, click on **EXPLORE ACCESSORIES**.

Before you start exploring the experience, you can also open the configuration menu by selecting this icon:



In the configuration menu, you have the following options:

- **Select another vehicle**
- **Recalibrate**
- **Hide / show prices**
- **Edit your profile**
- **Log out from your profile**



To close the configuration menu, please tap on the icon again.



4.3. CALIBRATE YOUR MODEL

Step 1:

Before exploring the features of the App, we recommend you first calibrate. Calibration stores the position of the car and its surrounding to improve the tracking quality.

To do this:

- Open the trunk door of the car.
- Position yourself at a 45° angle in front of the car.
- Select **Recalibrate** from the settings menu.



Step 2:

The tracking shell now appears on screen. For the initial tracking process, the tracking shell must be aligned with the car.

Note:

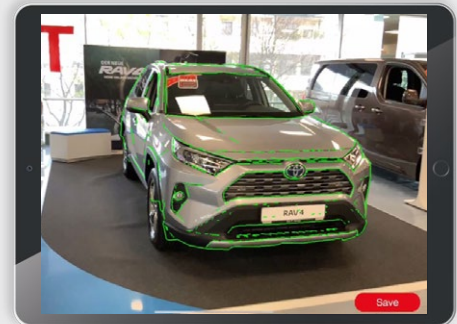
Angle and distance from the car are important for alignment.



Step 3:

If tracking is successful, the tracking shell snaps to the car. You can now start the calibration process.

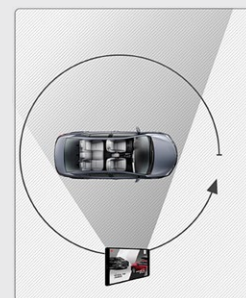
Make sure that every angle is captured correctly - this is indicated by the green lines on screen.



Step 4:

To ensure that every angle is explored, make a complete circle around the car.

Please ensure that the car is visible on the iPad at all times.



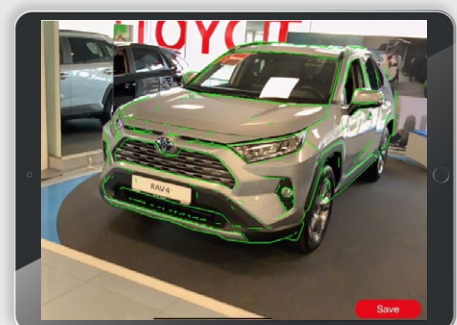
Step 5:

Once you have completed a full circle around the car, click **Save**.

The App has now saved tracking templates that will stabilise the tracking.

Note:

If the car is moved or the surroundings of the car change, it is recommended to repeat the process.



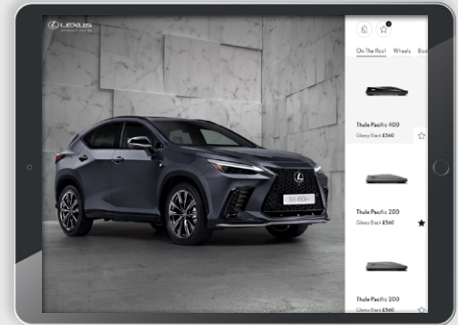
4.4. EXPLORE THE DETAILS

In **Explore the details** you can view all the available accessories.

The accessories are divided into 5 tabs:

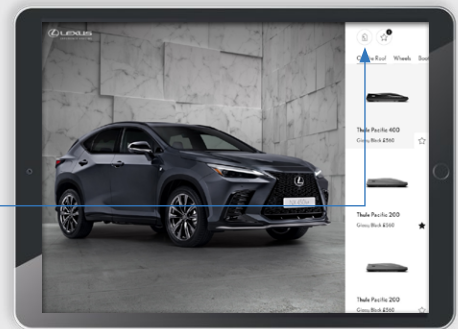
- **On the roof**
- **Wheels**
- **Side**
- **Front**
- **Rear**

Select a tab to showcase the accessories from that section.



To explore a specific accessory, tap on it or scroll up/down to see all available accessories.

To go back to the experience selection page, click on this icon:



To add an accessory to the **Favourites** page, double tap on the icon:



- Now the star icon turns from ☆ to ★
- This icon displays the number of accessories you have saved:



To enter the **Favourites** page, select the **Favourites page** icon:

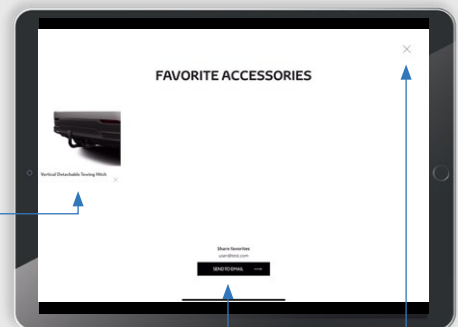


On the **Favourites page** you can see a summary of all selected accessories.

You can remove accessories by clicking on this icon: ✕

To send the selected accessory to your email address click on **SEND TO EMAIL**

You can go back to the **Explore the details** page by selecting the ✕



4.5. CLOSING THE APP

To close the application, find **Recently opened Apps** on your device. You can then close the App, and Restart as required.

Note:

After a restart, the App must download model data again (once you select a model), via Wi-Fi.

5. TRACKING THE CAR MODEL

ARKit (Apple) uses the camera of your device to achieve the special tracking.

To track the car model accurately, a 3D tracking 'shell' for each Lexus model is integrated within the App. This tracking shell helps to trace the car geometry, so that all accessories are correctly positioned on the model for a rich user experience.

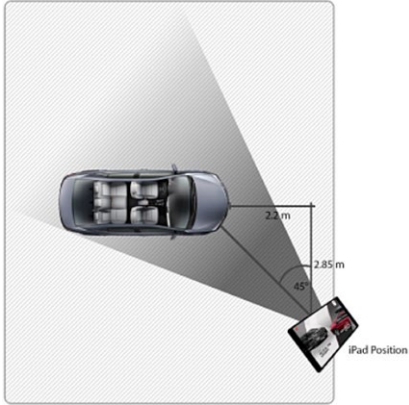

Tracking shells are created in multiple directions so that you may use the most convenient angles (based on available space in the Lexus retailer) to track the car model.

Please refer to Section 4.3 for the tracking process.



6. FAQs

6.1. APP TROUBLESHOOTING

QUESTION / ISSUE	RESPONSE
What are the recommended room dimensions?	We recommend a minimum room size of 7.5 m x 7.5 m and an optimal room size of 9.5 m x 7.5 m.
I am unable to proceed further than the Language selection screen.	This could be due to a very slow or inactive internet connection. Please make sure you have internet access on the iPad, and restart the App.
I can't find a specific car model in the model selection menu or specific accessories in the accessory selection menu.	The availability of models and accessories in the App is the responsibility of NMSCs (dependent of model visibility in CarDB). As the App is connected to CarDB, please ensure that the accessories are localised in CarDB.
The model data download progress is stuck at some point.	A very slow internet connection or sudden Wi-Fi disconnection while using the App can cause this issue. Please make sure you have internet access on the iPad, and restart the App.
How do I start tracking?	<p>Position yourself at a 45° angle in front of the car to start tracking.</p>  <p>Now the 3D model appears on the screen. For the initial tracking, please align the 3D model on top of the physical car.</p> <p>Note: The angle and distance from the physical car are important for alignment. The arrows on the left and right let you choose different starting positions.</p>  <p>If tracking is successful, the 3D model will snap to the car and the UI menu will be visible.</p>
What do I do if the tracking is lost?	<p>If the tracking is lost or the model is not positioned correctly, there are two ways to resolve the issue:</p> <ol style="list-style-type: none"> 1. Continue pointing the iPad to the car and move to a different position until the model snaps back into the correct position. 2. Go to the settings menu and choose recalibrate to re-perform the initial setup.

6.2. WHO TO CONTACT IN CASE OF ISSUES

In case of issues, please raise a TME ServiceNow ticket, with details and screenshots.

https://toyotaeurope.service-now.com/tme?id=sc_cat_item&sys_id=5cfa254d37ca8a8012e884f643990e94

Complete the ServiceNow form selecting **Car Configurator issue** for your request to be redirected towards the relevant stakeholders (TME App Team; CarDB team; support agency; ...)

