

# **Gallery.**

Prepared by Huge for TMS/USA; Release 1 Creative: SOW #3

**LEXUS**

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**ALL-NEW IS**  
FROM \$39,999

IS 250 / 350 IS F SPORT 250 / 350 IS HYBRID

ALL EXTERIOR INTERIOR VIDEOS

\$39,999

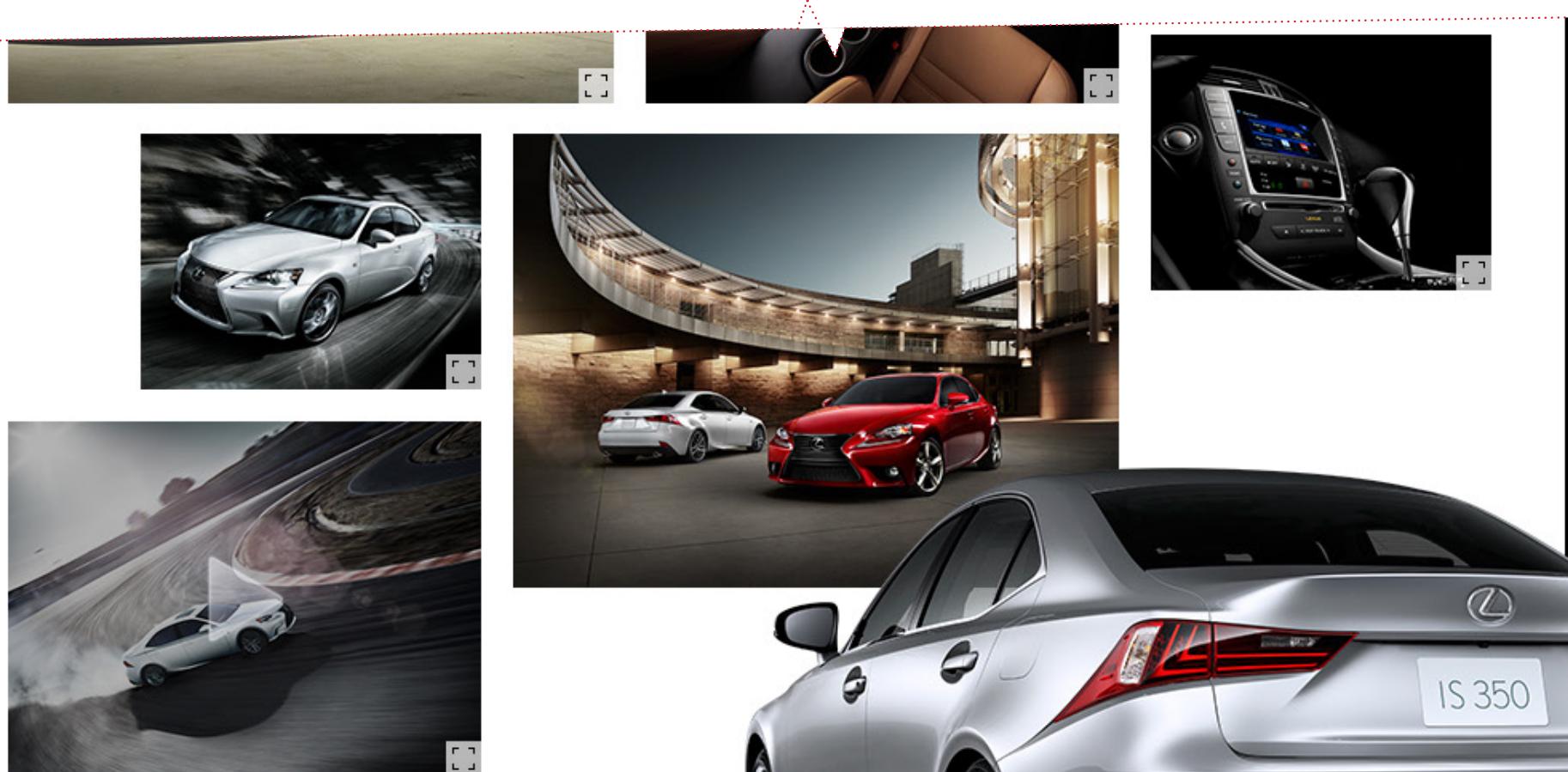
IS INTRO VIDEO (00:52)

*"This IS feels as if it has matured in every aspect."*

CAR AND DRIVER

READ MORE

## Gallery

**Gallery**

IS INTRO VIDEO (00:52)



*"This IS feels as if it has matured  
in every aspect."*

**CAR & DRIVER****READ MORE**

IS REVEAL VIDEO (01:44)

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Vehicle(s) shown may feature optional equipment.

MSRP does not include delivery, processing and handling fee of \$910. Excludes taxes, title, license and optional equipment. Dealer price may vary.  
©2006-2013 Lexus, a Division of Toyota Motor Sales, U.S.A., Inc. All information contained herein applies to U.S. vehicles only.

\*Ratings achieved using the required premium unleaded gasoline with an octane rating of 91 or higher. If premium fuel is not used, performance will decrease.

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IS 250 / 350 IS F SPORT 250 / 350 IS HYBRID

ALL : EXTERIOR : INTERIOR : VIDEOS

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LEXUS

IS / GALLERY

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The screenshot shows the Lexus website's media gallery overlay for the All-New Lexus IS. At the top, there's a navigation bar with links for SEDANS, SUVS, CONVERTIBLES, HYBRIDS, F/F SPORT, FUTURE, ALL VEHICLES, Shopping Tools, Build Your Lexus, and Find a Dealer. Below the navigation is a secondary menu with OVERVIEW, DETAILS, GALLERY, OWNER BENEFITS, REVIEWS, CURRENT OFFERS, and BUILD YOURS.

The main content area features a large image of the silver Lexus IS sedan. To its left is a vertical sidebar with the text "ALL-NEW IS" and "FROM \$39,999". Above the main image, the text "THE ALL NEW LEXUS IS" is displayed, followed by model options: IS 250 / 350, IS F SPORT 250 / 350, and IS HYBRID. A price of \$39,999 is also mentioned. Below the main image are several smaller images showing different angles of the car and its interior.

At the bottom of the main content area, there's a quote from CAR & DRIVER: "This IS feels as if it has matured in every aspect." Below the quote is a "READ MORE" button and a small image of the car driving.

At the very bottom of the page, there's a "IS REVEAL VIDEO" button with a play icon.

## Overlay Gallery

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## Overlay Gallery

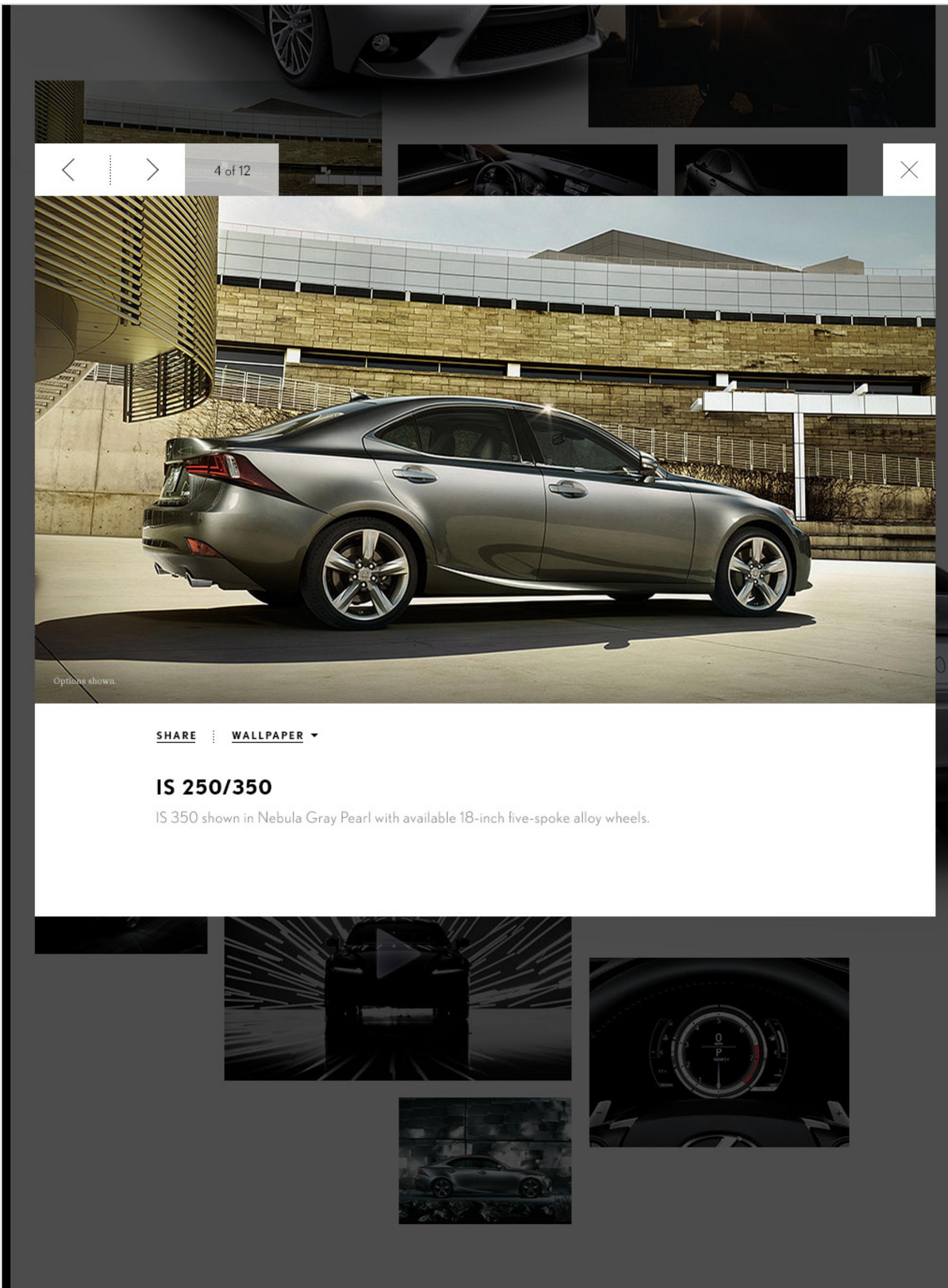
Options shown.

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**IS 250/350**

IS 350 shown in Nebula Gray Pearl with available 18-inch five-spoke alloy wheels.

4 of 12



4 of 12

Options shown.

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## IS 250/350

IS 350 shown in Nebula Gray Pearl with available 18-inch five-spoke alloy wheels.

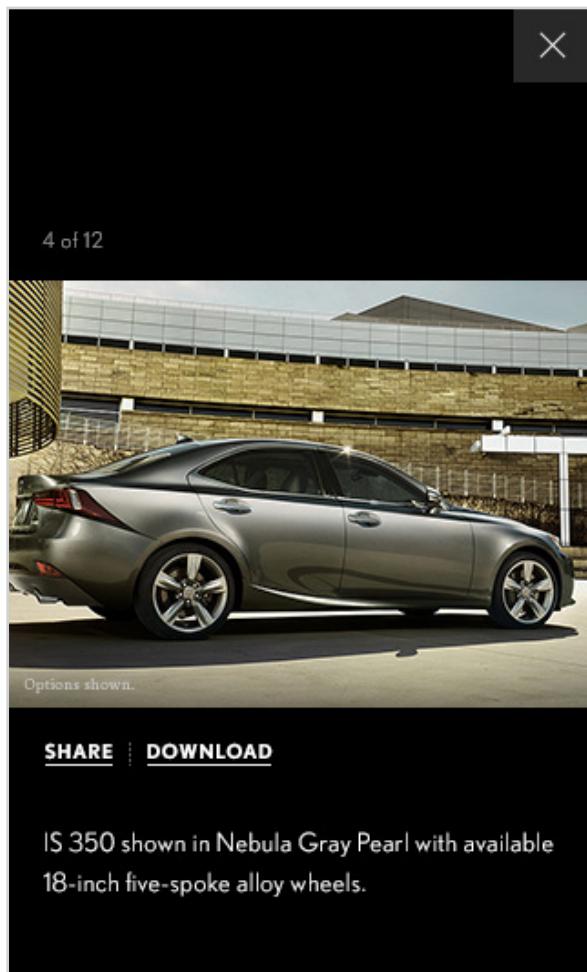
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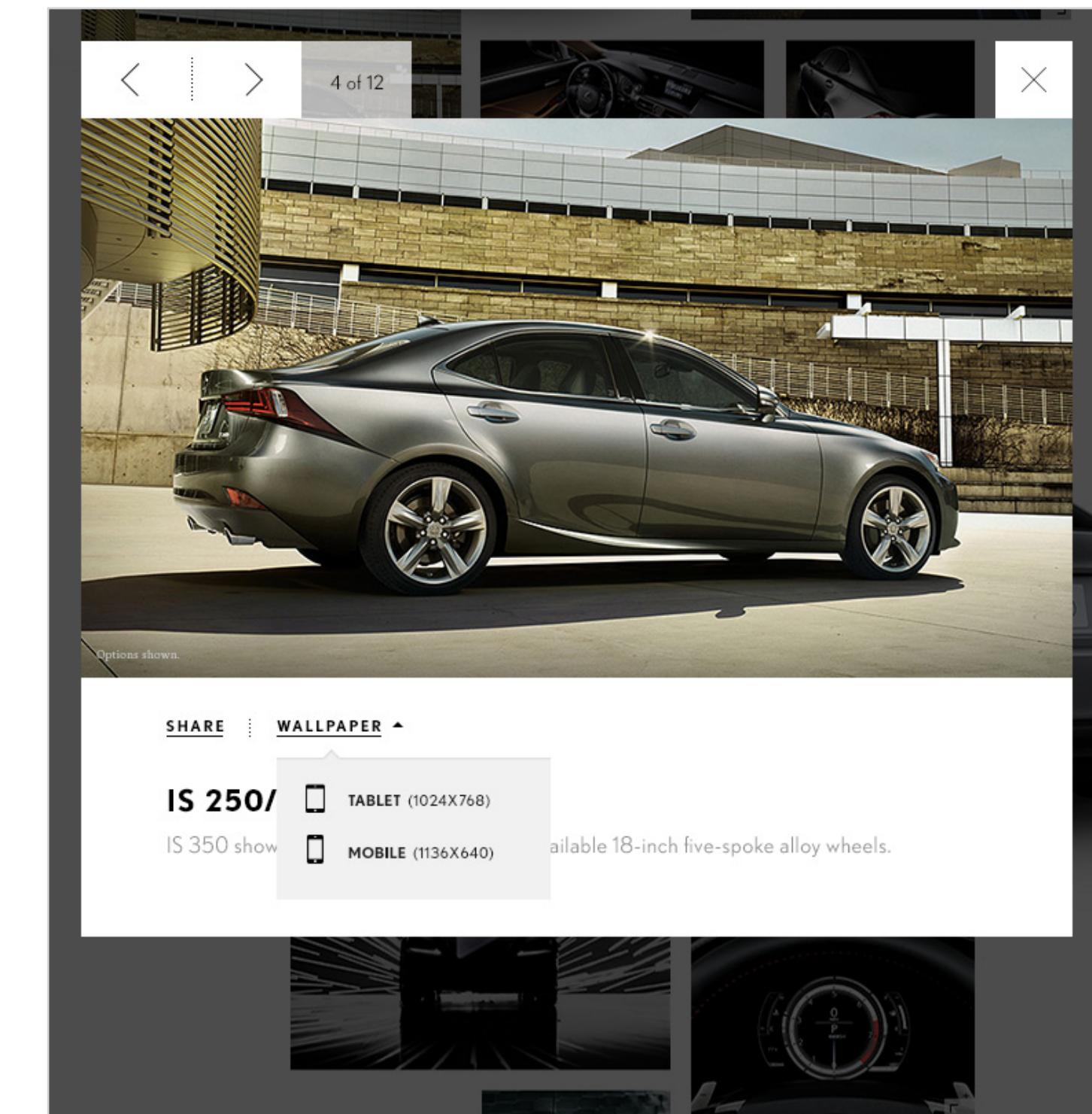
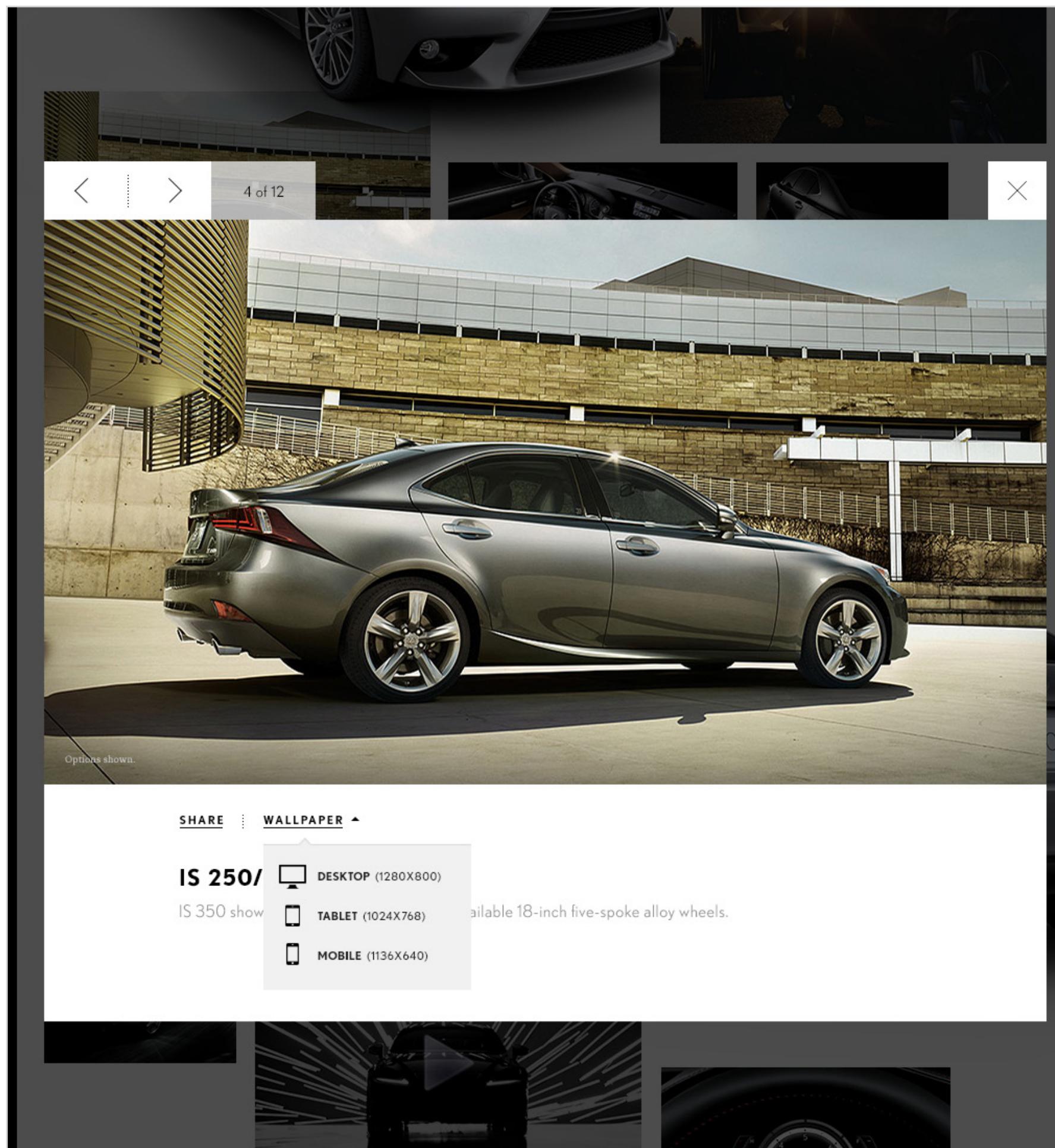
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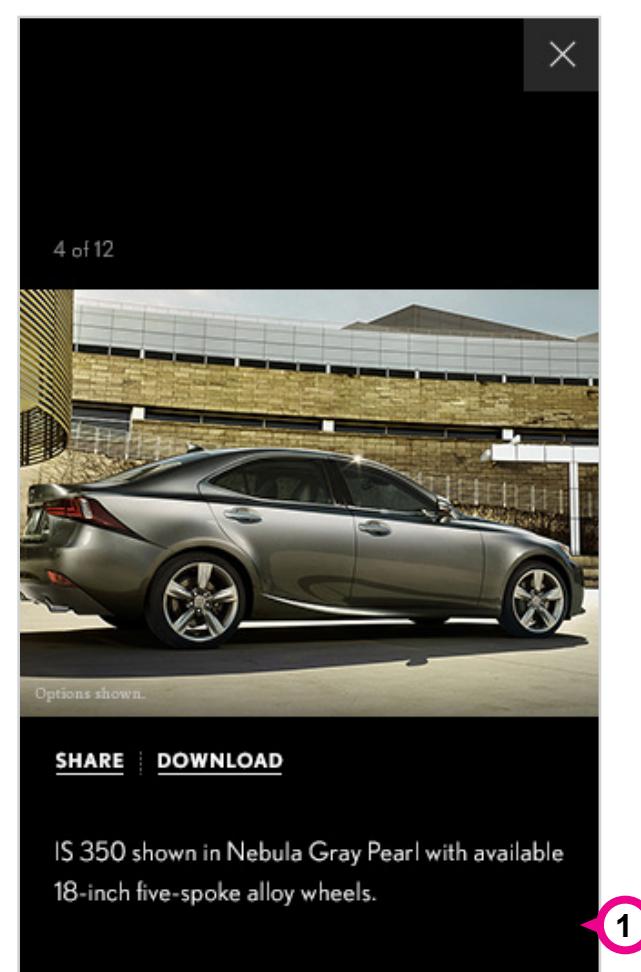
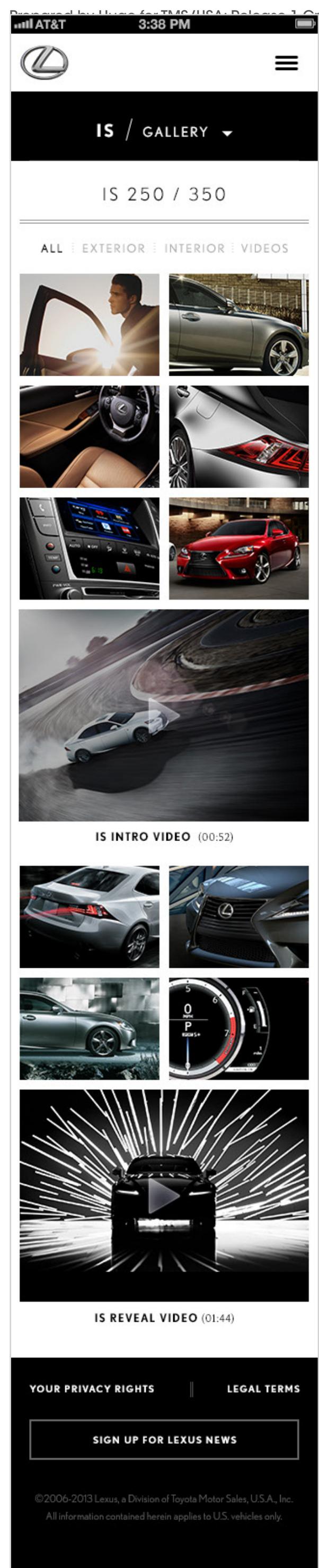
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## Small Gallery Overlay

After an image has been tapped from the gallery landing page:

1. The image is displayed in an overlay with the image details, share and caption visible.
2. The user can tap the screen once more and the associated text is hidden.

