CROWN MOTORS LTD.
皇冠汽車有限公司
22/F, Citicorp Centre
18 Whitfield Road
North Point, Hong Kong
Tel : (852) 2562 2226
Fax: (852) 2811 1060

Press Release 23 July 2010

TOYOTA WISH X Augmented Reality 3D Experience
Enjoy Unprecedented "Driving" Experience at Home

Toyota's brand promise, "Live Young", always inspires creative ideas! Crown Motors Limited (CML) is launching an unprecedented 3D interactive experience in local automotive industry. By using an advanced technology, a virtual 3D vehicle is visualized and users can enjoy an unprecedented "driving" experience at home, this perfect combination of advanced technology and an innovative idea thoroughly demonstrates the all-new Toyota WISH and its uniqueness!

"TOYOTA WISH X Augmented Reality 3D Experience" is undoubtedly a pioneer in the local automotive industry by being the first to make use of the advanced technology, Augmented Reality, to bring an unprecedented interaction between a virtual vehicle and the real environment. Interested users simply need to prepare a Marker Board and Web Camera, and then open the AR program in their computers at home. The all-new Toyota WISH is visualized with 3D effects, its streamlined exterior design and meticulous interior details are clearly shown when it is rotated in 360 degrees; enlarged or contracted responding to human controls. Users can even have a joyful experience of virtual driving and get a better understanding of the all-new Toyota WISH!

Want to try "TOYOTA WISH X Augmented Reality 3D Experience"?
Check out and download here: www.toyotawish.com.hk

For media enquiries, please contact:

Ms. Kassidy Yong

Crown Motors Ltd.

Tel: 2880 1475

Fax: 2887 2787

Email: kassidy.yong@crown-motors.com

CROWN MOTORS LTD.
皇冠汽車有限公司
22/F, Citicorp Centre
18 Whitfield Road
North Point, Hong Kong
Tel : (852) 2562 2226
Fax: (852) 2811 1060

Photo Caption：

The all-new Toyota WISH is visualized with 3D effects, it can be rotated in 360 degrees; enlarged or contracted responding to human controls. Users can have a joyful experience of virtual driving.