

The Partnership Between Lexus and MetroClick at Madison Square Garden

Overview of the Collaboration:

The partnership between Lexus and MetroClick has redefined fan engagement at Madison Square Garden through the introduction of an interactive photo booth kiosk. This innovative installation allows attendees to capture memorable moments, share them instantly, and see their photos briefly projected on a large video wall outside the inner arena. The collaboration highlights the commitment of both Lexus and MetroClick to enhancing visitor experiences with cutting-edge technology.

Lexus's Role:

Lexus aimed to create a unique and immersive experience that reflects their commitment to luxury, innovation, and community engagement. The photo booth kiosk serves as a platform to showcase Lexus's brand values while connecting with fans in a meaningful way.

MetroClick's Role:

MetroClick designed and deployed a state-of-the-art photo booth kiosk and video wall tailored to the high-energy environment of Madison Square Garden.



Benefits of the Installation:

Enhanced Fan Engagement

- The photo booth attracts fans, creating a lively and interactive atmosphere. The ability to project photos onto a video wall amplifies excitement and encourages participation.

Brand Visibility for Lexus

- Lexus benefits from continuous exposure as fans interact with the kiosk and view images on the video wall.

Memorable Visitor Experience

- The combination of photo capture, instant sharing, and public display creates a unique, shareable experience that attendees will remember.

Data Collection and Insights

- The kiosk collects anonymized user data, providing insights into visitor demographics and engagement levels, which can inform future marketing strategies.



Features of the Lexus Photo Booth Kiosk

1. Intuitive Design:

The kiosk features an easy-to-use interface that aligns with Lexus's sleek and modern aesthetic.

2. Seamless Integration:

The video wall integrates into Madison Square Garden's infrastructure, ensuring smooth operation in a high-traffic environment.

3. Custom Branding:

Lexus's branding is prominently displayed, ensuring alignment with their marketing goals.



4. Augmented Reality (AR) Filters:

Users can apply Lexus-themed AR filters to their photos, creating a unique and interactive experience that highlights the brand in a creative way.

5. Real-Time Content Management:

The kiosk is equipped with a system that allows Lexus to upload promotional content, event-specific messaging, or seasonal updates instantly, ensuring relevance and engagement.



Conclusion:

The partnership between Lexus and MetroClick at Madison Square Garden has elevated the fan experience through innovative technology and strategic branding. The interactive photo booth not only provides fans with a memorable engagement but also reinforces Lexus's status as a forward-thinking and luxury-oriented brand. This collaboration serves as a model for how technology and creativity can transform event sponsorships into lasting impressions.

We Create Interactive Experiences & Products

MetroClick has merged hardware **manufacturing** capabilities and an in-house software development team to create the highest levels of functionality, **customization** and versatility. We pride ourselves on being a full-service platform bringing both your hardware and **software** vision to life.