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About Mitsubishi Motor Sales of Canada

Mitsubishi Motor Sales of Canada is the sales, service, parts and marketing arm for Japan's Mitsubishi Motors. With a product range consisting of Mirage and Mirage G4, RVR compact crossover, Outlander compact sport utility and Outlander PHEV, and Eclipse Cross, MMSCAN supports its dealerships with a head office team and parts distribution centre -- both located in Mississauga, Ontario. Established in 2002, MMSCAN and its dealerships employ over 1,200 people in communities large and small. In 2016, MMSCAN became the only automaker to partner with Breakfast Club of Canada with a goal of stimulating young minds and a brighter future in communities across the land.

About St. Joseph Communications - Content Group

SJC is spearheading transformational change by redefining the way in which organizations connect with their customers. Our strategic, all-encompassing marketing approach lets us build solutions and ecosystems anchored by people, technology and insight that intuitively merge all data and visual assets to create multichannel, cross-platform content solutions for all mediums. Visit www.stjoseph.com.

St. Joseph Communications Creates Augmented Reality Tool for Mitsubishi

The object-based app enables salespeople to showcase the inner workings of the 2018 Outlander PHEV

(Toronto, Ontario) September 6, 2018 - St. Joseph Communications (SJC) - Content announces its object-based augmented reality (AR) app for Mitsubishi Motor Sales of Canada that overlays visual animation onto an actual 2018 Outlander PHEV, an SUV-sized plug-in hybrid electric. The tool is guided by Mitsubishi Motors dealer staff to provide a heightened, immersive and real-time experience for potential new buyers while visiting a local showroom.

"Up until now, the sales person had to verbally explain to the customer how the system works, and for somebody who is maybe not as knowledgeable about technological things, it may be difficult to grasp the explanation," said Don Ulmer, senior manager, product planning for Mitsubishi Motor Sales of Canada. "The consumer can now actually see a kind of virtual reality of what's going on with the vehicle, giving them a better understanding."

The app activates once a sales person hovers their tablet over a visible start position, such as a wheel, which locks it into place. The viewer can "walk around" the vehicle from different positions through hyper-accurate tracking and registration coding techniques created by SJC's interactive design and development team. Rather than looking at a brochure, users get a visually animated look into the vehicle's three driving modes and regenerative braking system, in English or French.

"While we are seeing increased use of image-based, consumer-driven apps in the marketplace today, this object-based AR app is another example of our team pushing the use-case opportunities to align with genuine business objectives and improved communication between sales teams and customers," says Dave Dolejsi, AVP Content Strategy of SJC. "We worked closely with Mitsubishi to develop a unique solution in the Canadian auto industry that serves their business needs, while delivering an enhanced customer experience in dealership, all while leveraging technology that resonates with today's millennial consumer."

The app was first demonstrated at an event Mitsubishi sponsored in August at the Plug'n Drive Discovery Centre in North York to promote the 2018 Outlander PHEV. It will hit showroom floors at Mitsubishi dealers across Canada starting soon.

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