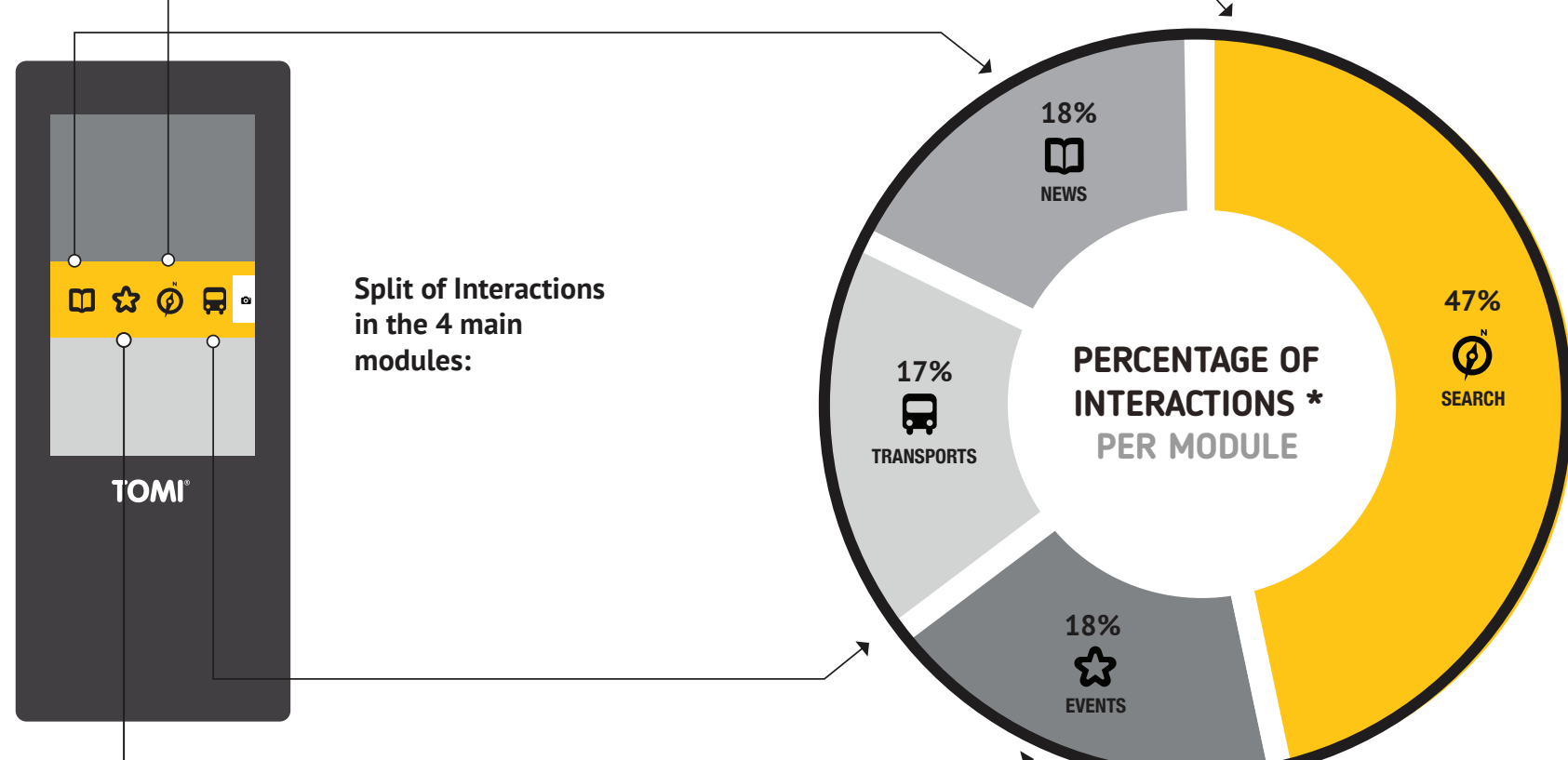
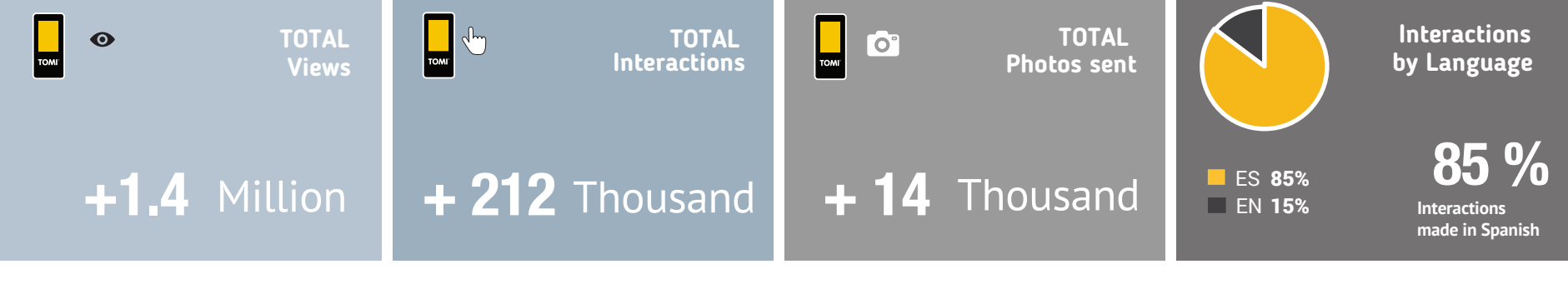


Enjoy the summer with TOMI

February have less days but rather sunny. This is the perfect time to explore the city and TOMI helped by providing key information, especially in the Search module.



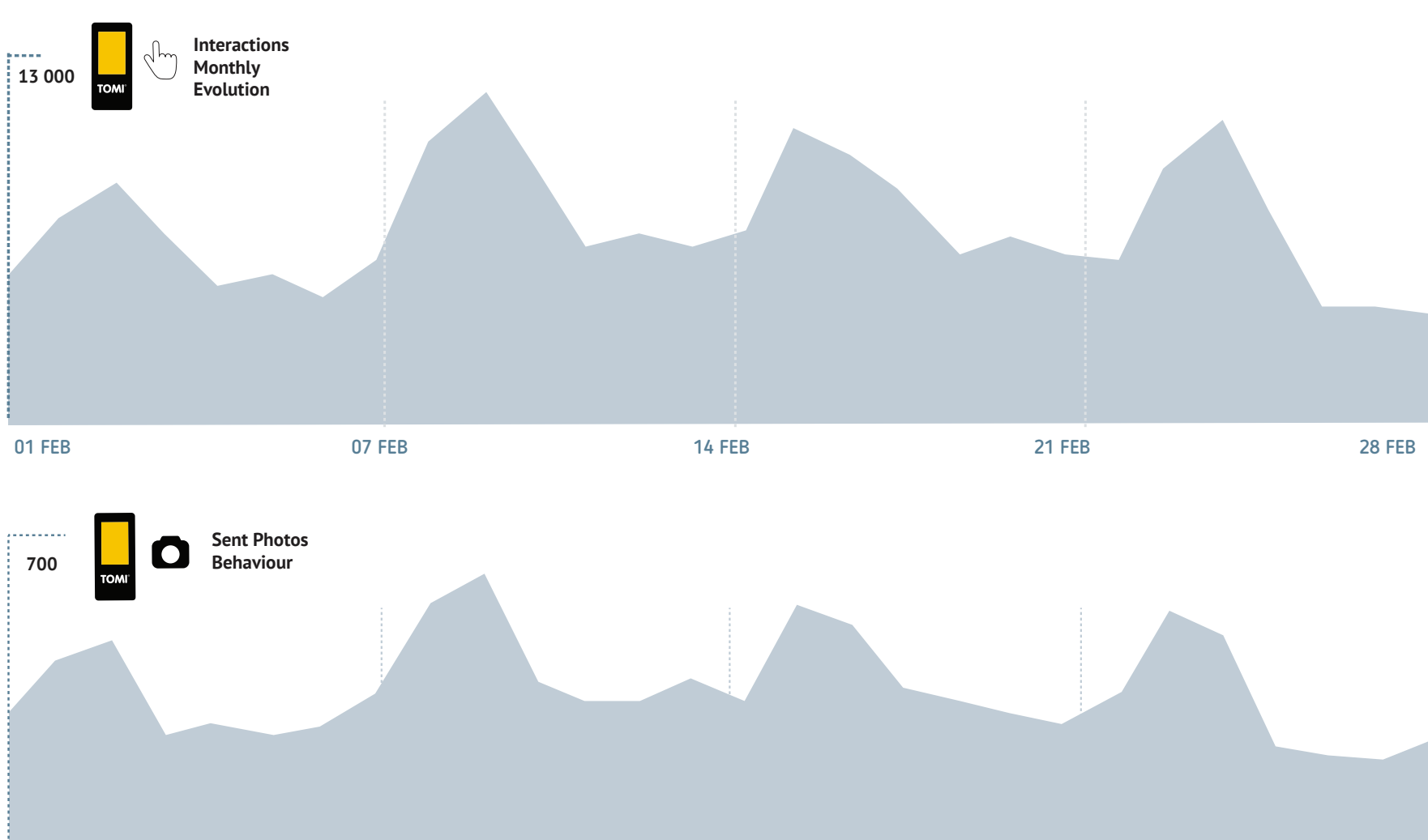
February highlights

In February, TOMI's users interacted more with the Search modules, finding places to eat, activities to do and arte and culture hubs.

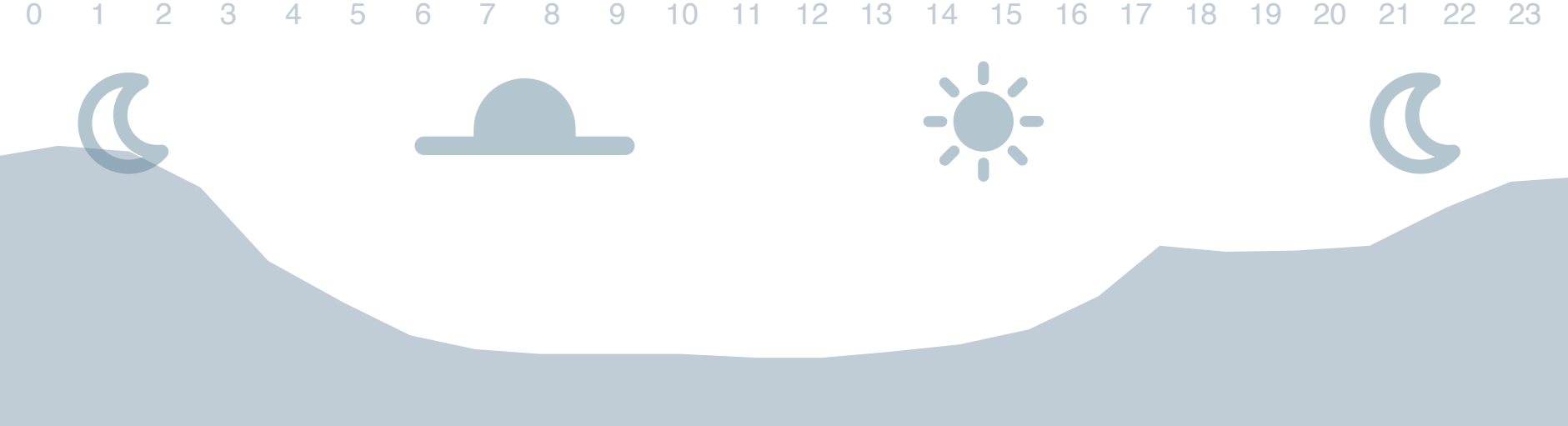
TOP Modules

SEARCH	EVENTS	NEWS	TRANSPORTS
1° Where to Eat	Music	Society	Plaza de Armas
2° What to Do	Theater	Local	Mercado Central de Santiago
3° Art and Culture	Fairs	Tourism	Centro Artesanal Santa Lucía

DURING THE MONTH



BY HOUR



Podium

INTERACTION CHAMPION

HIGHEST NUMBER OF INTERACTIONS



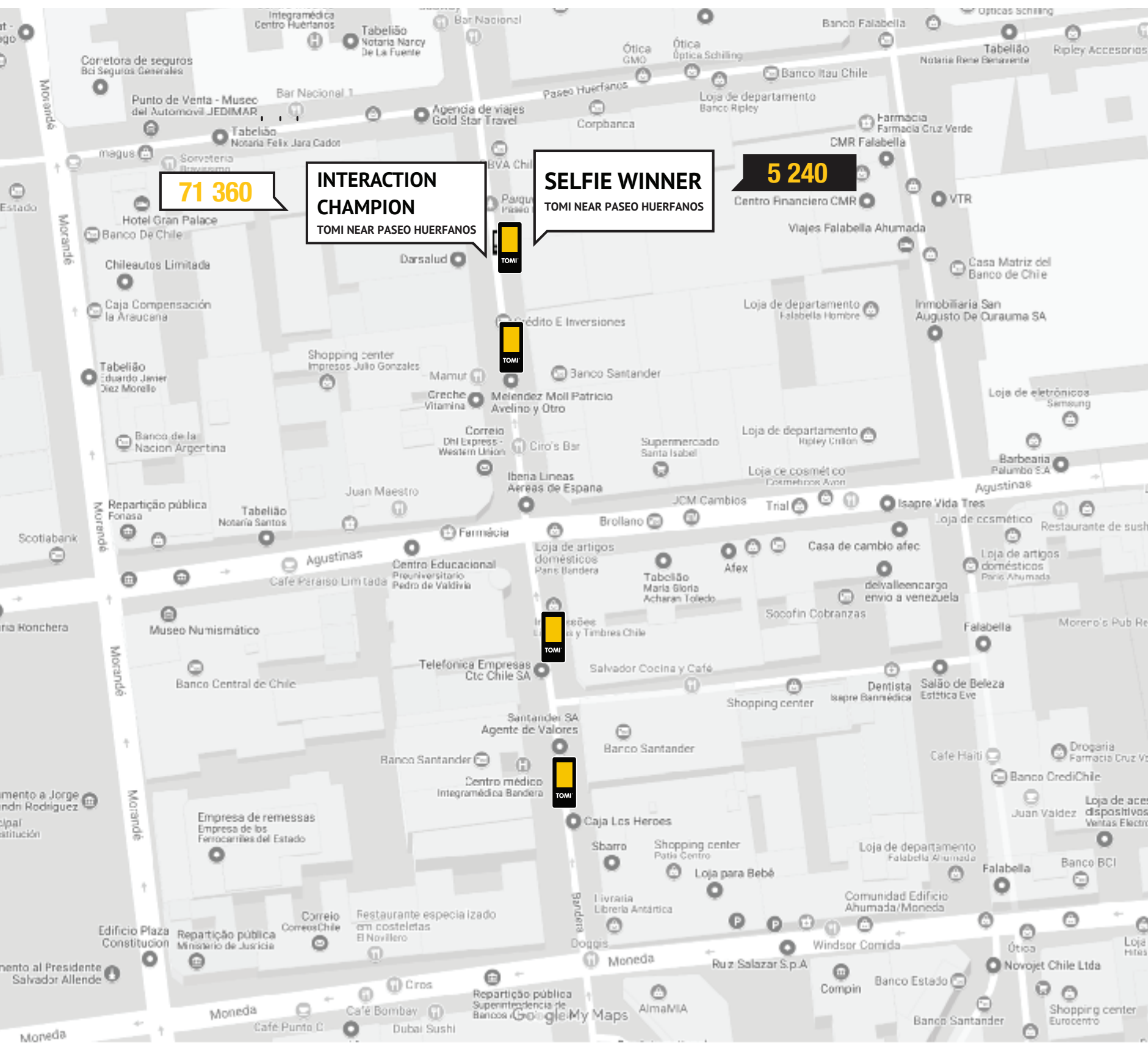
TOMI near Paseo Huerfanos

SELFIE WINNER

HIGHEST NUMBER OF PHOTOS SENT



TOMI near Paseo Huerfanos



* The interaction values indicate the number of relevant touches in each module (news, events, directory, transportation and photo), the interactions under the scroll and texting email on the forms are not included. The views values presented are related to the each content exhibited on lists, selections and search.

Interaction Champion - TOMI that registered the highest number of interactions during the period of analysis. Selfie Winner - TOMI that registered the highest number of sent photos and/or GIFs during the period of analysis.