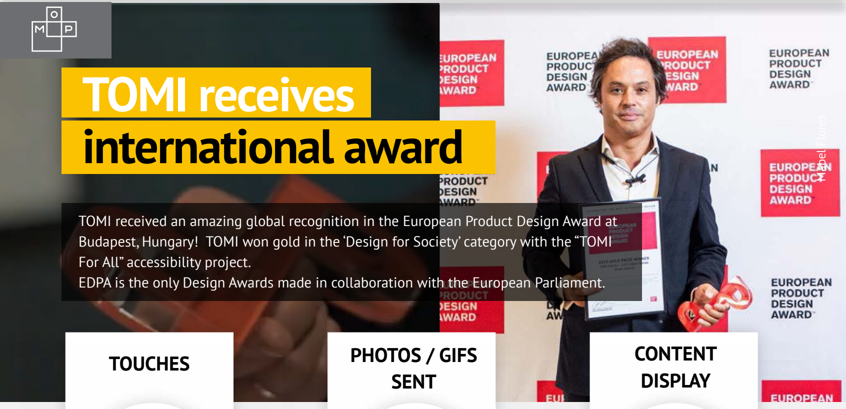
TOMI®
City's Best Friend

TRENDS & ANALYTICS

01.10.2019 - 31.10.2019

Lisbon

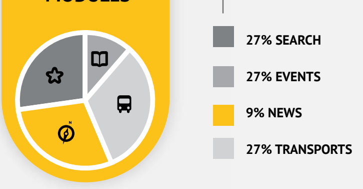

Mabel Flores

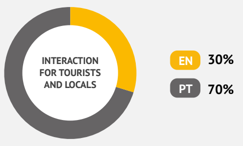
TOMI receives international award

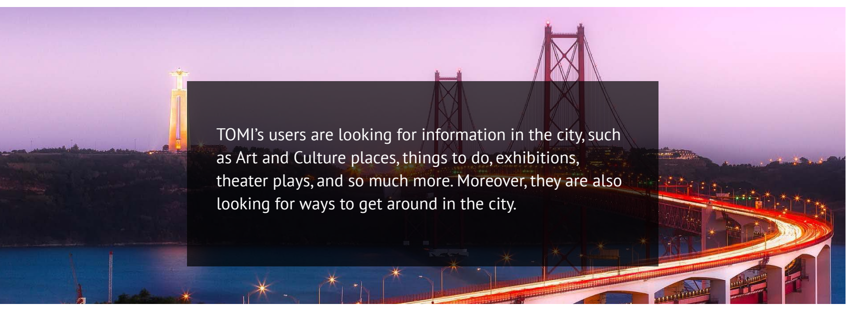
TOMI received an amazing global recognition in the European Product Design Award at Budapest, Hungary! TOMI won gold in the 'Design for Society' category with the "TOMI For All" accessibility project.
EDPA is the only Design Awards made in collaboration with the European Parliament.

TOUCHES	PHOTOS / GIFS SENT	CONTENT DISPLAY
986 thousand	12 thousand	20 million

MODULES


- ▨ 27% SEARCH
- ▨ 27% EVENTS
- 🟨 9% NEWS
- ▨ 27% TRANSPORTS

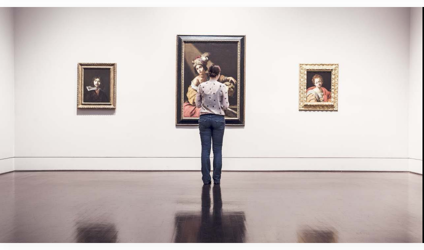




TOMI's users are looking for information in the city, such as Art and Culture places, things to do, exhibitions, theater plays, and so much more. Moreover, they are also looking for ways to get around in the city.

TOP MODULES

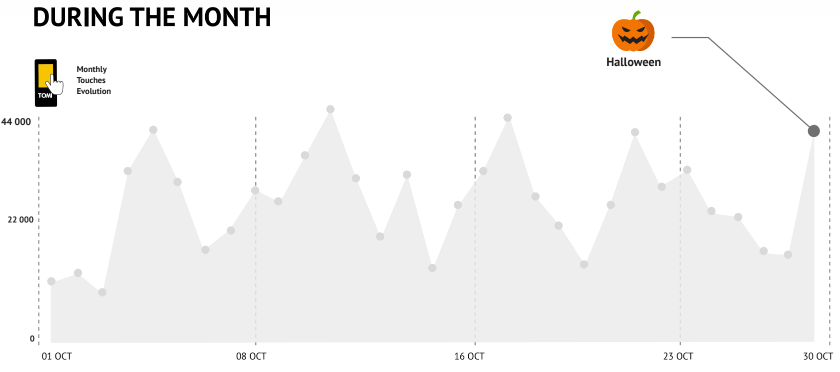
	SEARCH	EVENTS	NEWS	TRANSPORTS
1º	Art and Culture	Exhibitions	Culture	Baixa-Chiado
2º	What to do	Theater	City	Aeroporto
3º	Where to eat	Music	Society	Praça do Rossio



Exhibitions

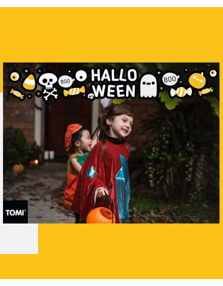
The Agenda module has captured the attention of TOMI users, with particular emphasis on the "Exhibitions" category. Lisbon is a city with a strong cultural component and residents and tourists are looking for such events.

DURING THE MONTH

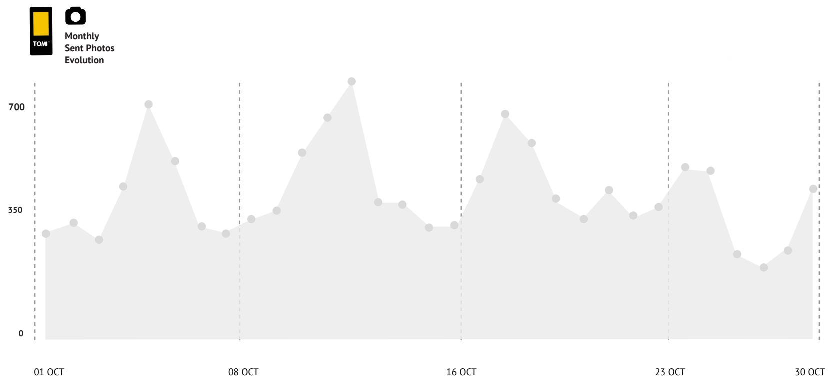


THEMATIC SELFIES

TOMI had special animated frames to celebrate Halloween. What a fun night to engage with TOMI!


HALLOWEEN
BOO
TOMI

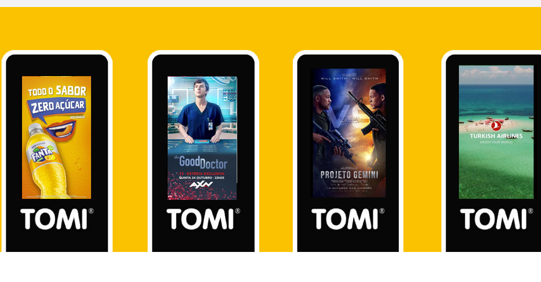
FELIZ HALLOWEEN!
TOMI

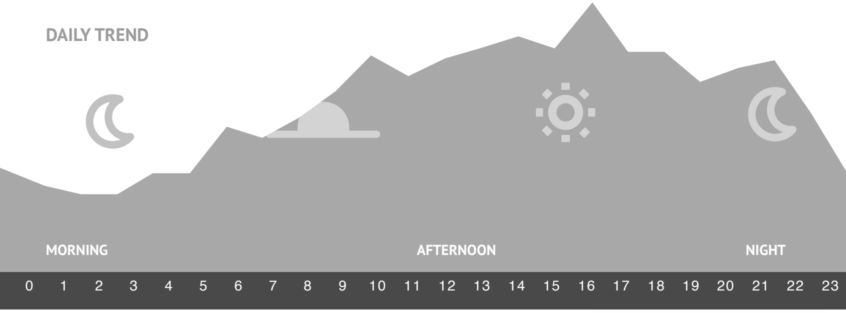


TOMI SMART MEDIA

TOMI is the best way to communicate and to reach the audience in Lisbon and interact in a creative way.

Communication in the right place at the right time!


TODO O SABOR ZERO AÇÚCAR
FANTA
The Good Doctor
AXN
PROJETO GEMINI
TURKISH AIRLINES
TOMI®
TOMI®
TOMI®
TOMI®

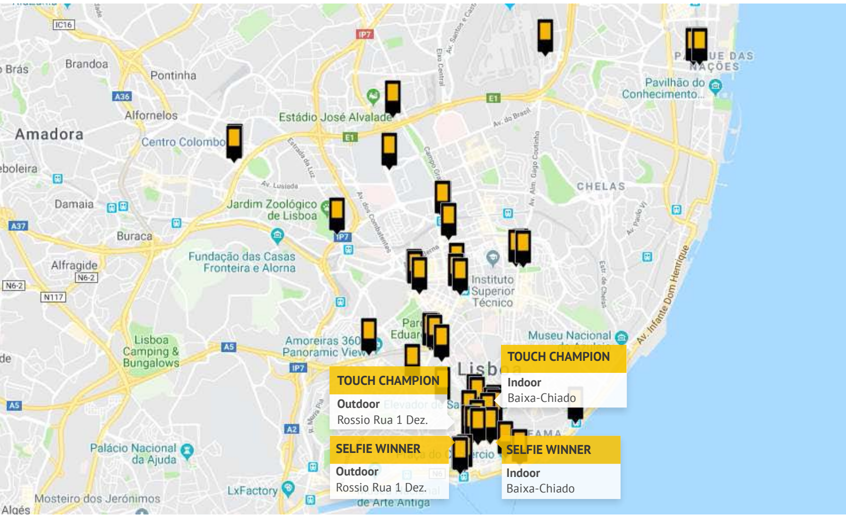


THE PODIUM
LOCATIONS

BY LOCATION

TOMI

TOUCH CHAMPION	TOUCH CHAMPION	SELFIE WINNER	SELFIE WINNER
outdoor	indoor	outdoor	indoor
53603	29356	1301	475
Rossio Rua 1 Dezembro	Baixa-Chiado	Rossio Rua 1 Dezembro	Baixa-Chiado Corredor


Brás
Brandoa
Pontinha
Amadora
Alfornelos
Centro Colombo
Estádio José Alvalade
Parque das Nações
Pavilhão do Conhecimento
Damaia
Buraca
Alfragide
Jardim Zoológico de Lisboa
Fundação das Casas Fronteira e Alorna
Instituto Superior Técnico
Chelas
Av. Infante Dom Henrique
Lisboa Camping & Bungalows
Amoreiras 360 Panoramic View
Museu Nacional
Lisboa
Palácio Nacional da Ajuda
LxFactory
Mosteiro dos Jerónimos
Algés
TOUCH CHAMPION
Indoor
Baixa-Chiado
TOUCH CHAMPION
Outdoor
Rossio Rua 1 Dez.
SELFIE WINNER
Outdoor
Rossio Rua 1 Dez.
SELFIE WINNER
Indoor
Baixa-Chiado

The "Touches" values indicate the number of touches made on TOMI. The "Content Display" values show the number of each content exhibited on lists, selections and

TOMI® Keep in Touch

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LISBOA - PORTUGAL

Trademark. Patented internationally. Registered design.

AWARDS AND HONORS

- AHRESP Best Service
- Worldwide Technical Innovation
- A'Design Gold Award UI & UX
- Deloitte Fast 500 Technology Winner
- Smart 50 Cities 2018 USA
- Smart Cities UK Connectivity
- InnovaCity Urban Award
- E-Gov World Smart Cities Org.