

TOMI wins Disability Matters awards

TOMI was the winner of the 'Disability Matters Awards' held in London, at Cisco headquarters. This award was granted to the innovative accessibility project "TOMI For All" that is available at the streets of Lisbon since the beginning of the year. This year's winners are prestigious multinationals: TOMI, Disneyland Paris , J.P. Morgan, P&G, SAP, KPMG, AIG, Network Rail, and HSBC.

SEE MORE

TOUCHES

950 thousand

PHOTOS / GIFS SENT

17 thousand

CONTENT DISPLAY

19 million

MODULES

22% SEARCH

34% EVENTS

11% NEWS

33% TRANSPORTS

INTERACTION FOR TOURISTS AND LOCALS

EN 26%

PT 74%

TOMI has seen a considerable growth in the photos sent and the number of touches. The Events module, that shows the events happening in Lisbon continues to be the one that registered the highest percentage of touches within the main modules.

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

TOMI CELEBRATES 5 YEARS IN LISBON

The first TOMI arrived in Lisbon in November 2014, to provide useful information and services to citizens and visitors.

By 2019, the network already includes more than 50 devices on the streets and in Lisbon metro. In five years of the network, TOMI has registered approximately 95 million touches and 1.5 million photos sent.

DURING THE MONTH

Monthly Touches Evolution

TOMI FACING CAUSES

TOMI gave voice to social causes with the "TOMI Facing Causes" campaign with amazing results. We registered over 2400 photos sent and over half of the people wanted to support the cause and publicly share the photo!

Monthly Sent Photos Evolution

TOMI SMART MEDIA

Communication in the right place at the right time!

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

TOUCH CHAMPION

outdoor

62817

Rossio Rua 1 Dezembro

TOUCH CHAMPION

indoor

35040

Baixa-Chiado

SELFIE WINNER

outdoor

2024

Rossio Rua 1 Dezembro

SELFIE WINNER

indoor

915

Baixa-Chiado Corredor

DAILY TREND

MORNING

AFTERNOON

NIGHT

0

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

THE PODIUM LOCATIONS

BY LOCATION

TOMI

<div>TOUCH CHAMPION</div> <div><div>outdoor</div><div>62817</div><div>Rossio Rua 1 Dezembro</div></div>	<div>TOUCH CHAMPION</div> <div><div>indoor</div><div>35040</div><div>Baixa-Chiado</div></div>	<div>SELFIE WINNER</div> <div><div>outdoor</div><div>2024</div><div>Rossio Rua 1 Dezembro</div></div>	<div>SELFIE WINNER</div> <div><div>indoor</div><div>915</div><div>Baixa-Chiado Corredor</div></div>
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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

www.tomiworld.com/lisbon

info@tomilx.pt

LISBOA - PORTUGAL

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.