

TOMI shares the Carnival revelry

February brought two very important commemorative dates: Valentine's Day and Carnival. TOMI took advantage of these dates to interact with users and create local experiences.

TOUCHES

786 thousand

PHOTOS / GIFS SENT

8 thousand

CONTENT DISPLAY

18 million

MODULES

16% SEARCH

58% EVENTS

6% NEWS

20% TRANSPORTS

INTERACTION FOR TOURISTS AND LOCALS

EN 29%

PT 71%

In February, most of the touches were made in the "Agenda" category, which shows the main events in the city organized by categories such as Exhibitions, Theater, among others.

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

UPDATE: TOMI CITY DATA

TOMI implemented a new feature that shows the UV level and the Air Pollution Index.

TOMI City Data feature now shows these indicators, plus the current time, temperature and weather forecast.

+ info

TOMI

SEGEAC

Largo do Rossio

10° 09:13

moderado

UV 10

PM10 100

PM2.5 50

DURING THE MONTH

Monthly Touches Evolution

Valentine's Day Weekend

01 FEB

08 FEB

16 FEB

23 FEB

29 FEB

SELFIES

Monthly Sent Photos Evolution

Carnival

01 FEB

08 FEB

16 FEB

23 FEB

29 FEB

TOMI SMART MEDIA

Communication in the right place at the right time!

Rising Stars

GUARDA CONVIDA

GRAND WHISKY BBQ

BOAT

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

TOUCH CHAMPION	TOUCH CHAMPION	SELFIE WINNER	SELFIE WINNER
<div>outdoor</div> <div>53 247</div> <div>Rossio Rua 1 Dezembro</div>	<div>indoor</div> <div>24 911</div> <div>Baixa-Chiado Corredor</div>	<div>outdoor</div> <div>1 174</div> <div>Rossio Rua 1 Dezembro</div>	<div>indoor</div> <div>419</div> <div>Baixa-Chiado Corredor</div>

Map of Lisbon showing TOMI locations and winners.

TOUCH CHAMPION

Outdoor

Rossio Rua 1 Dez.

SELFIE WINNER

Outdoor

Rossio Rua 1 Dez.

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

<div>MAIN AWARDS AND HONORS</div> <div><div>Smart Cities USA, UK and Latam awards</div><div>Award UI &amp; UX</div><div>Accessability &amp; inclusion</div><div>DOOH media</div><div>Tourism</div></div>	<div>Smart Cities USA, UK and Latam awards</div> <div>Award UI &amp; UX</div> <div>Accessability &amp; inclusion</div> <div>DOOH media</div> <div>Tourism</div>	<div>Award UI &amp; UX</div> <div>Accessability &amp; inclusion</div> <div>DOOH media</div> <div>Tourism</div>	<div>Accessability &amp; inclusion</div> <div>DOOH media</div> <div>Tourism</div>	<div>DOOH media</div> <div>Tourism</div>	<div>Tourism</div>
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