

TOMI My Business: new support to the local economy

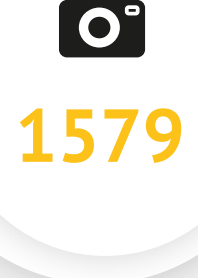
TOMI has launched a new way to interact with the device via remote control. You only need to scan the QR Code that is on TOMI with your smartphone. This new form of interactivity was created to respond to the "new normality" in Portugal, allowing everyone to interact safely with TOMI.



TOUCHES



PHOTOS / GIFS SENT



CONTENT DISPLAY



MODULES



- 5% SEARCH
- 84% EVENTS
- 4% NEWS
- 7% TRANSPORTS



At this time, the capital has a much lower number of tourist, due to Covid-19. There was a great tendency for interaction in Portuguese, with 94%.

TOP MODULES

SEARCH

EVENTS

NEWS

TRANSPORTS

| | | | | |
|----|-----------------|-------------|-------------|---------------|
| 1° | Where to Eat | Exhibitions | City | Baixa-Chiado |
| 2° | Art and Culture | Kids | Culture | Aeroporto |
| 3° | Where to Buy | Music | Techonology | Cais do Sodré |

NOTE:

In the month of July there was the prolongation of restrictive measures in the Metropolitan Area of Lisbon as well as the State of Calamity, due to the increase in cases of Covid-19.

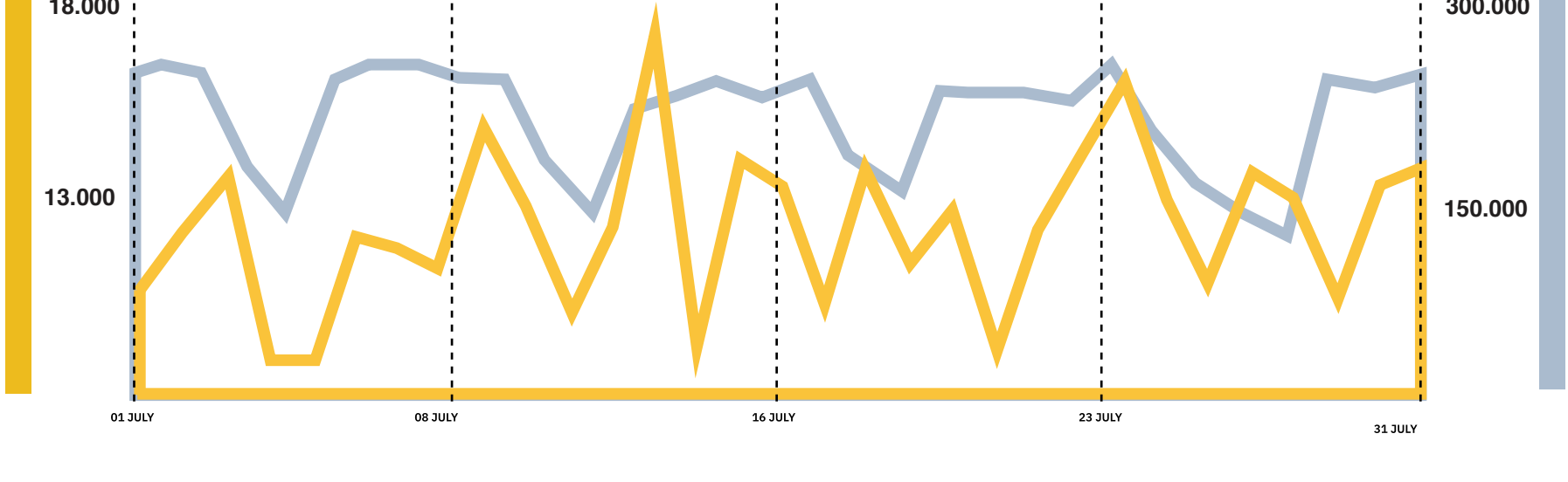
DURING THE MONTH

TOUCHES

Monthly Touches Evolution

PEDESTRIANS

Monthly Pedestrian Evolution



FEWER PEDESTRIANS DURING THE WEEKEND

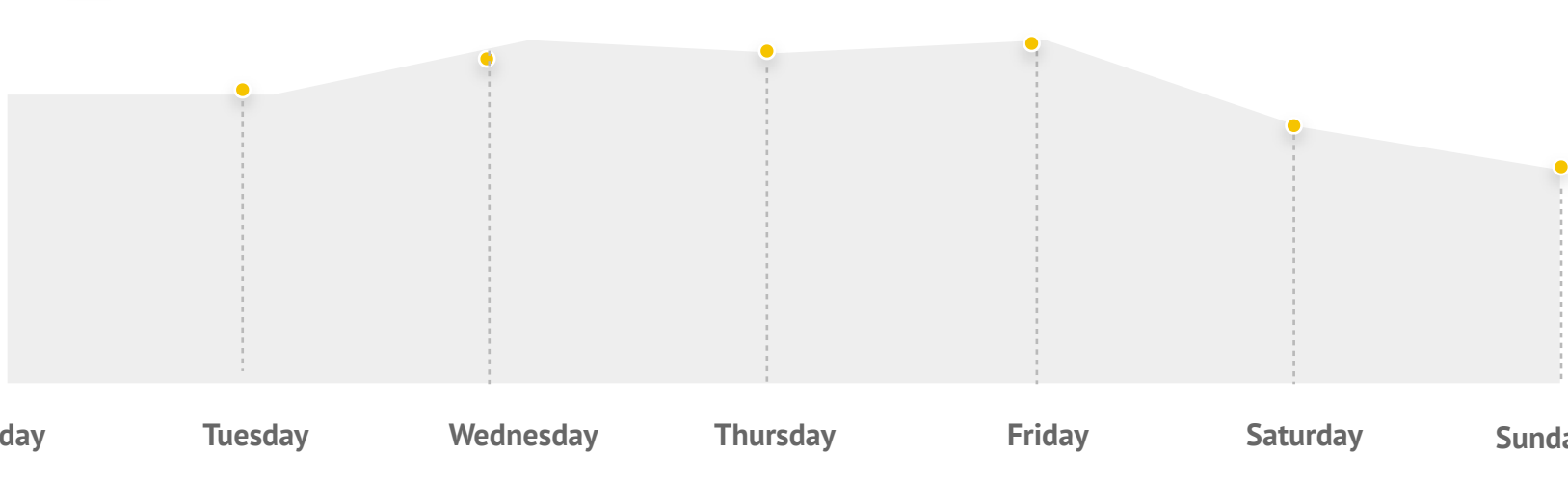
In July there was a bigger tendency for pedestrians during the week and a lower registration during the weekend, following the trend of the month of June.



WEEKLY TREND

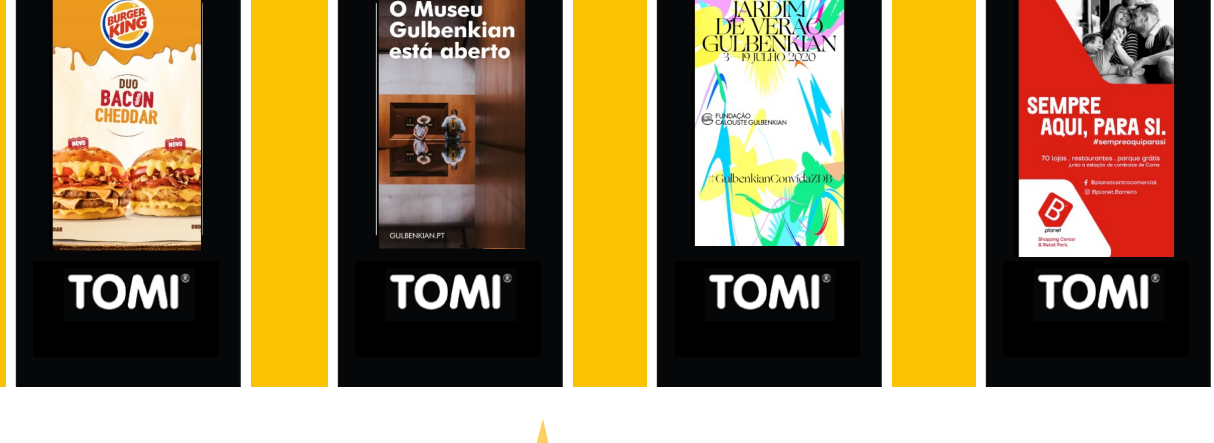


Average weekly pedestrian count during the month



TOMI SMART MEDIA

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



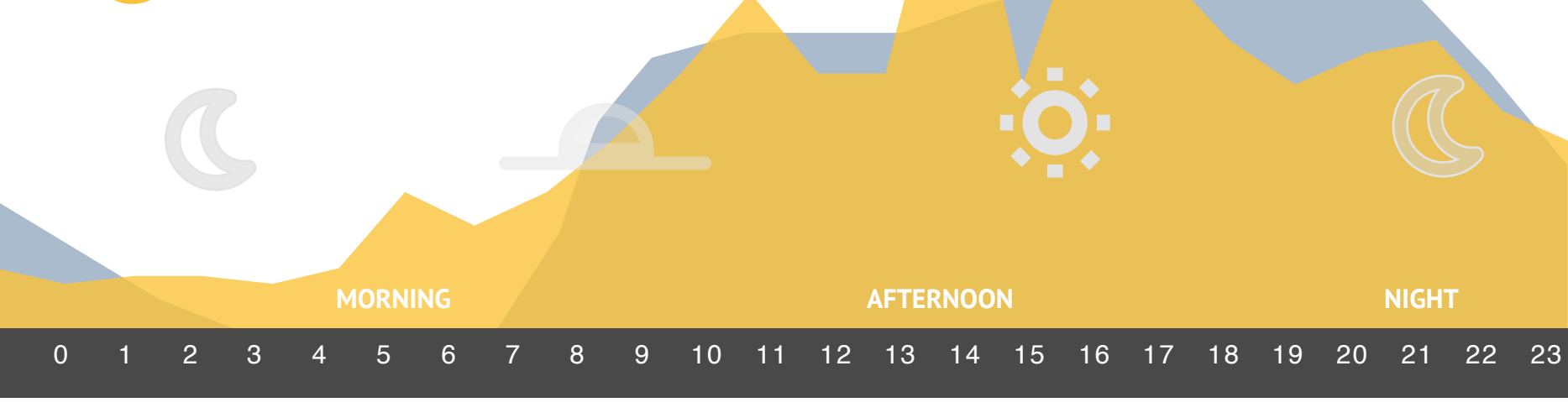
DAILY TREND



Touches



Pedestrians

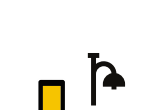


THE PODIUM LOCATIONS

BY LOCATION



TOUCH CHAMPION



outdoor

36 710

Amoreiras

TOUCH CHAMPION



indoor

55 206

Colégio Militar Átrio

SELFIE WINNER



outdoor

123

Largo de Camões

SELFIE WINNER



indoor

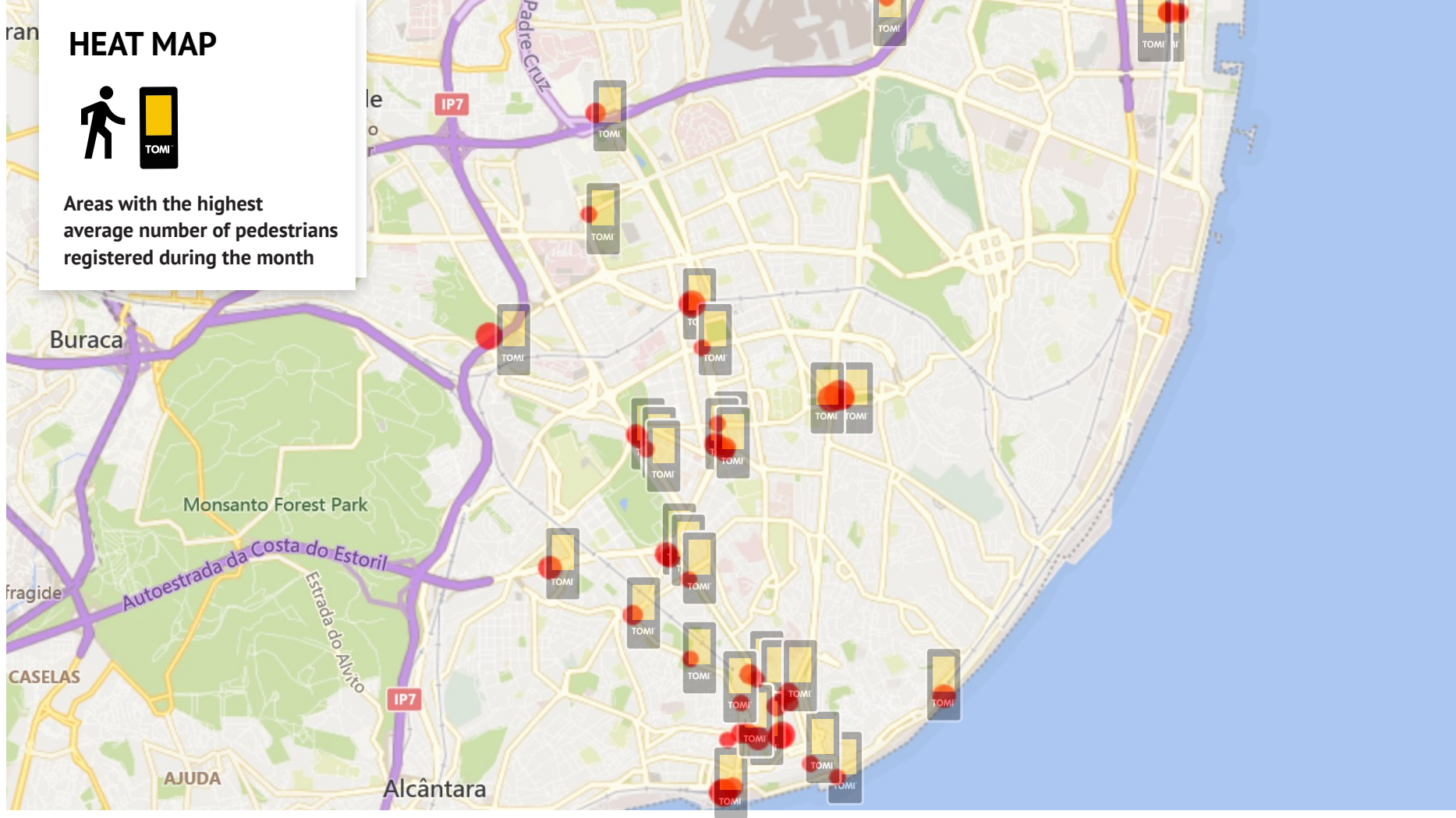
83

São Sebastião I Interface

HEAT MAP



Areas with the highest average number of pedestrians registered during the month

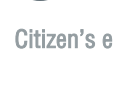


The "Touches" values indicate the number of touches made on TOMI. The "Content Display" values show the number of each content exhibited on lists, selections and search. Pedestrian data is completely anonymous and privacy is respected.



MAIN AWARDS AND HONORS

Smart Cities USA, UK and Latam awards



Award UI & UX



Accessibility & inclusion



DOOH media



Tourism

