

# TOMI celebrated 1 month in Montevideo

TOMI was inaugurated in September in Plaza Kibón, Montevideo.  
TOMI celebrated one month at October 16th in Montevideo.



## USER ACTIONS



**692**  
thousand

## PHOTOS / GIFS SENT



**2.41**  
Thousand

## CONTENT DISPLAY



**1.71**  
million

## MODULES



- 7% NEWS
- 35% EVENTS
- 38% SEARCH
- 20% TRANSPORTS



- EN 3%
- PT 9%
- ES 88%

During the month of October, there was a higher demand for the Search and Events Module, with 38% and 35%, respectively.

## TOP MODULES

	NEWS	EVENTS	SEARCH	TRANSPORTS
1°	City	Culture	Art & Culture	Museo Dámaso Antonio Larrañaga
2°	Culture	Conferences & Workshops	What to Do	Plaza Armenia
3°	Society	Exhibitions	Public Transports	Praia de los Pocitos

## General theme of the month of October:

In the month of October, it was a month since the inauguration of TOMI in Plaza Kibón, at Smart Cities Station of Montevideo.

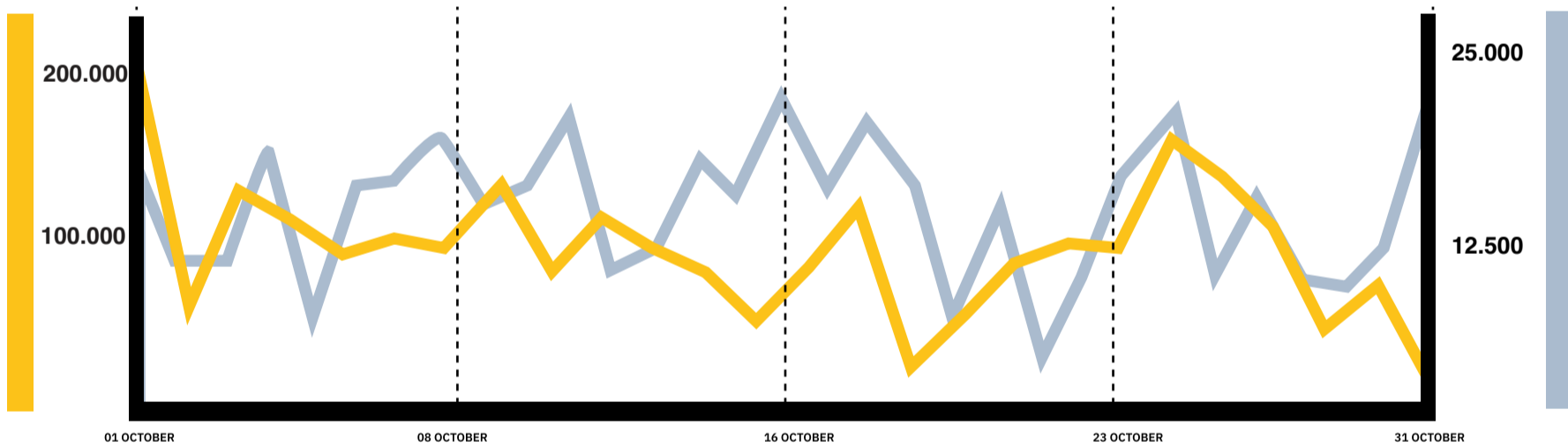
## DURING THE MONTH

### USER ACTIONS

Monthly User Actions Evolution

### PEDESTRIANS

Monthly Pedestrian Evolution



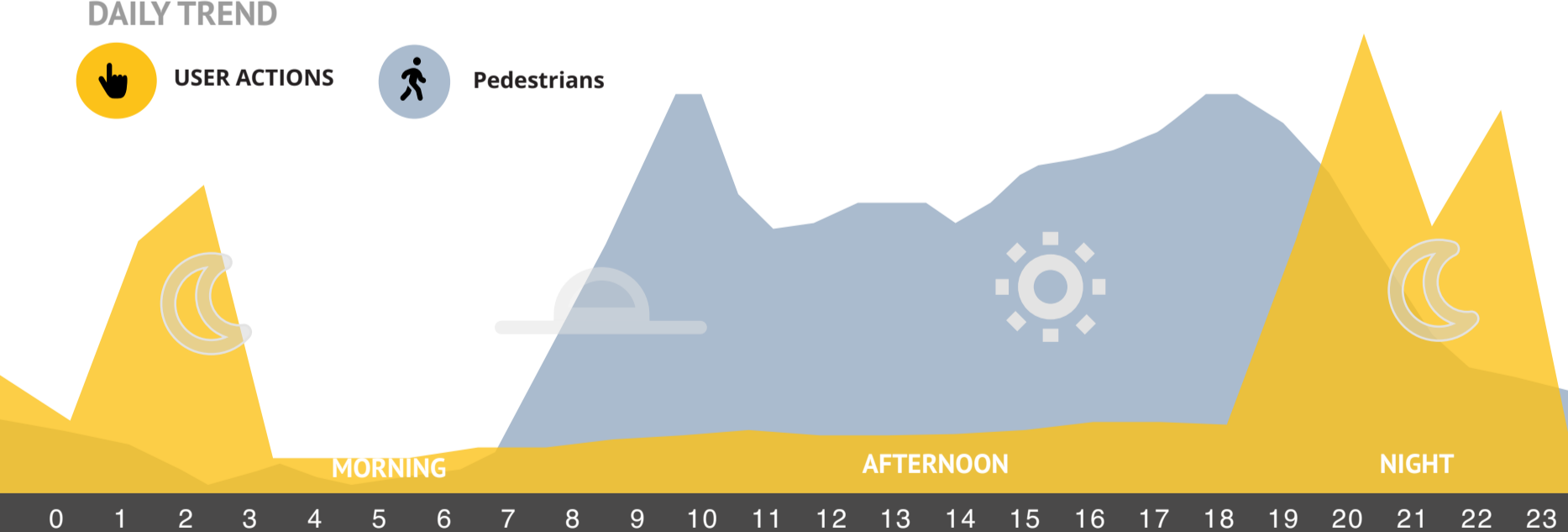
## HIGHER USAGE DURING THE NIGHT

TOMI users has the tendency to use TOMI more during the nights, between 1am and 3am, and 8pm and 11pm.



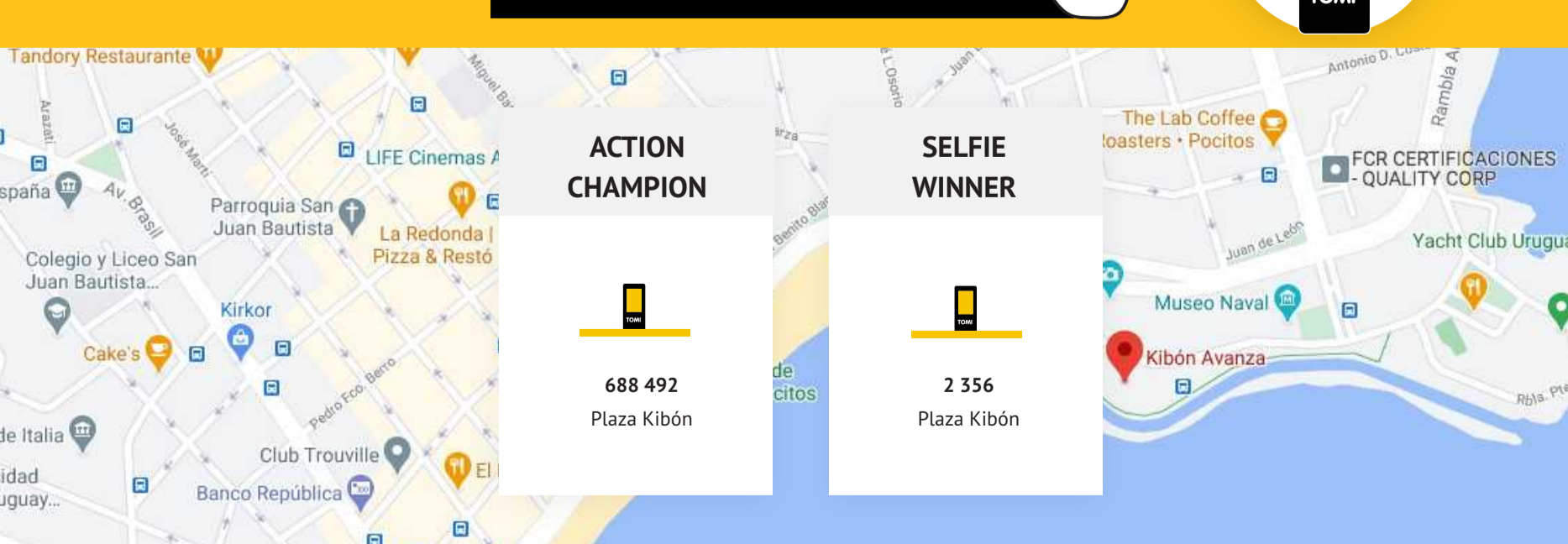
## DAILY TREND

USER ACTIONS (Yellow) and Pedestrians (Blue)



## THE PODIUM LOCATIONS

## BY LOCATION



<b>MAIN AWARDS AND HONORS</b> <p>Citizen's engagement, E-Gov &amp; urban innovation</p>	<b>Award UI &amp; UX</b> <p>Best interface</p>	<b>Accessibility &amp; inclusion</b> <p>Design for society &amp; disability inclusion</p>	<b>DOOH media</b> <p>Best innovation</p>	<b>Tourism</b> <p>Best service</p>
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