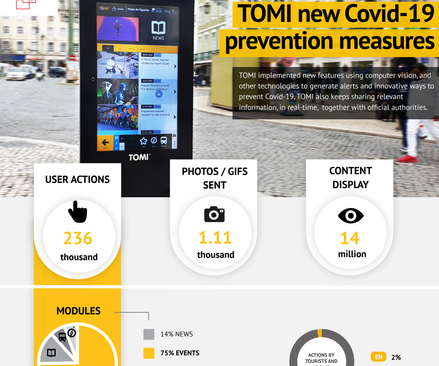


TOMI new Covid-19 prevention measures

TOMI implemented new features using computer vision, and other technologies to generate alerts and innovative ways to prevent Covid-19. TOMI also keeps sharing relevant information, in real-time, together with official authorities.

USER ACTIONS

236 thousand

PHOTOS / GIFS SENT

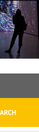
1.11 thousand

CONTENT DISPLAY

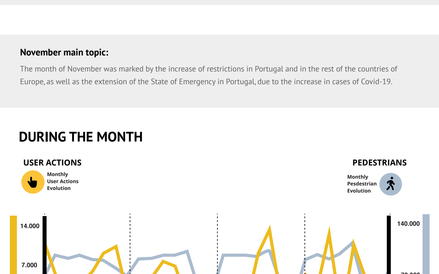
14 million

MODULES

- 14% NEWS
- 75% EVENTS
- 6% SEARCH
- 5% TRANSPORTS



EN 2%
PT 98%



During the month of November, the Events Module stood out, with 75%. TOMI users have shown a great demand for Exhibitions, Music and Other Events happening in the city.

TOP MODULES

	NEWS	EVENTS	SEARCH	TRANSPORTS
1º	City	Exhibitions	What to Do	Baixa-Chiado
2º	Culture	Music	Health	Praça dos Restauradores
3º	Tourism	Others	Art & Culture	Praça Luís de Camões

November main topic:

The month of November was marked by the increase of restrictions in Portugal and in the rest of the countries of Europe, as well as the extension of the State of Emergency in Portugal, due to the increase in cases of Covid-19.

DURING THE MONTH

USER ACTIONS

Monthly User Actions Evolution

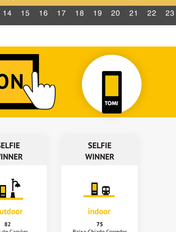
PEDESTRIANS

Monthly Pedestrian Evolution

PEDESTRIANS

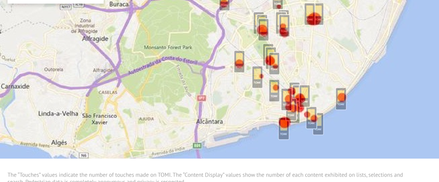
SIMILAR TRENDS DURING THE WORKING DAYS

In the month of November, the weekly pedestrian trend was similar during the working days. On Saturdays and Sundays of the month, there was a decrease in the flow of pedestrians due to the circulation restrictions imposed because of the increase of Covid-19 cases.



WEEKLY TREND

Weekly trend, per day, during the month



TOMI SMART MEDIA

Communication in the right place at the right time!

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

DAILY TREND OF USERS AND PEDESTRIANS

User Actions
Pedestrians

THE PODIUM LOCATIONS

BY LOCATION

ACTION CHAMPION	ACTION CHAMPION	SELFIE WINNER	SELFIE WINNER
outdoor	indoor	outdoor	indoor
45 174 Avenida António Augusto de Aguiar	26 251 Saldanha / Átrio Norte	82 Largo de Camões	75 Baixa-Chiado Corredor

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.*

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MAIN AWARDS AND HONORS

Smart Cities USA, UK and Latam awards — Citizen's engagement, E-Gov & urban innovation

Award UI & UX — Best interface

Accessibility & Inclusion — Design for society & disability inclusion

DOOH media — Best innovation

Tourism — Best service