

TOMI keeps working in the prevention of

TOMI continues to work in the dissemination of information about Covid-19, to help on the prevention.

USER ACTIONS*

36
Thousand



PHOTOS & GIFs SENT

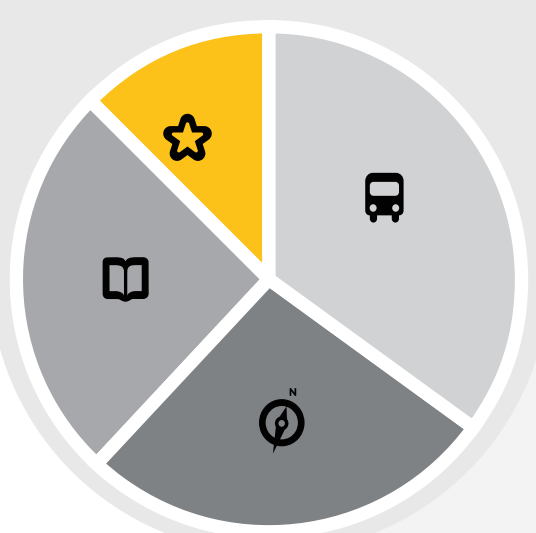
604



CONTENT DISPLAY*

299
Thousand

MODULES



- 25% NEWS
- 13% EVENTS
- 27% SEARCH
- 35% TRANSPORTS



- EN 5%
- PT 6%
- ES 89%

In May, the Transports Module was in greater demand. TOMI users searched mainly for Playa de Los Pocitos, Policlínico Buceo, and Museo Dámaso Ant3nio Larrañaga.

TOP CONTENT CATEGORIES



USER ACTIONS*

Top Content Categories by Module

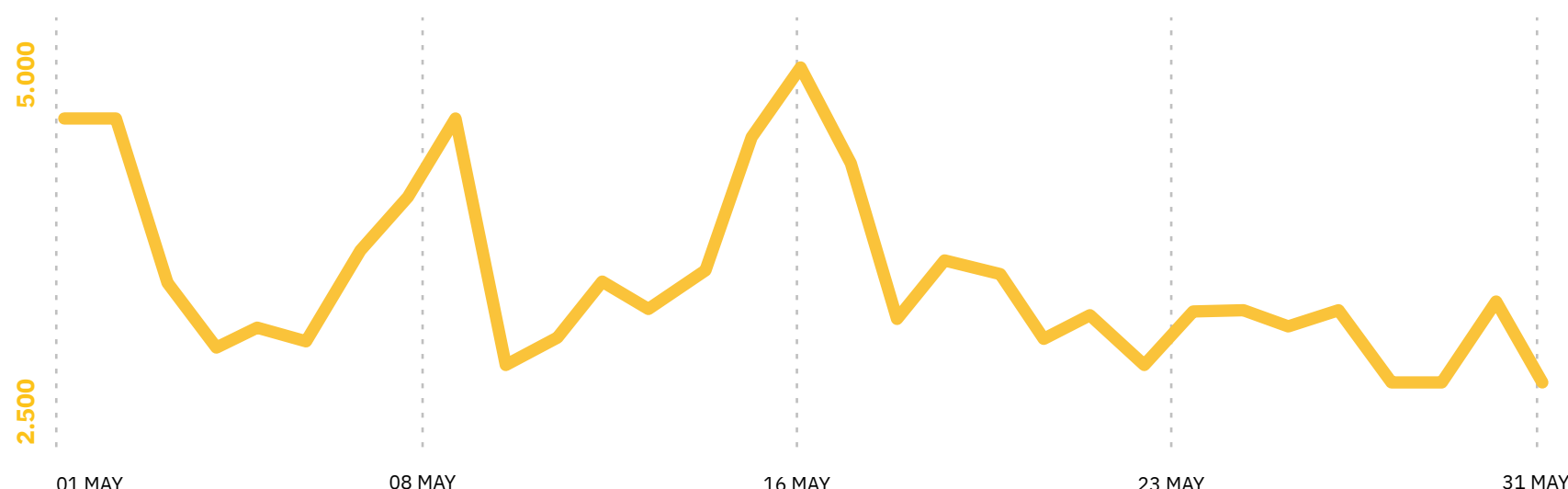
NEWS	EVENTS	SEARCH	TRANSPORTS
City	Sports	What to Do	Playa de Los Pocitos
Society		Art & Culture	Policlínico Buceo
Culture		What to Eat	Museo Dámaso Ant3nio Larrañaga

DURING THE MONTH



USER ACTIONS

Monthly User Actions Evolution

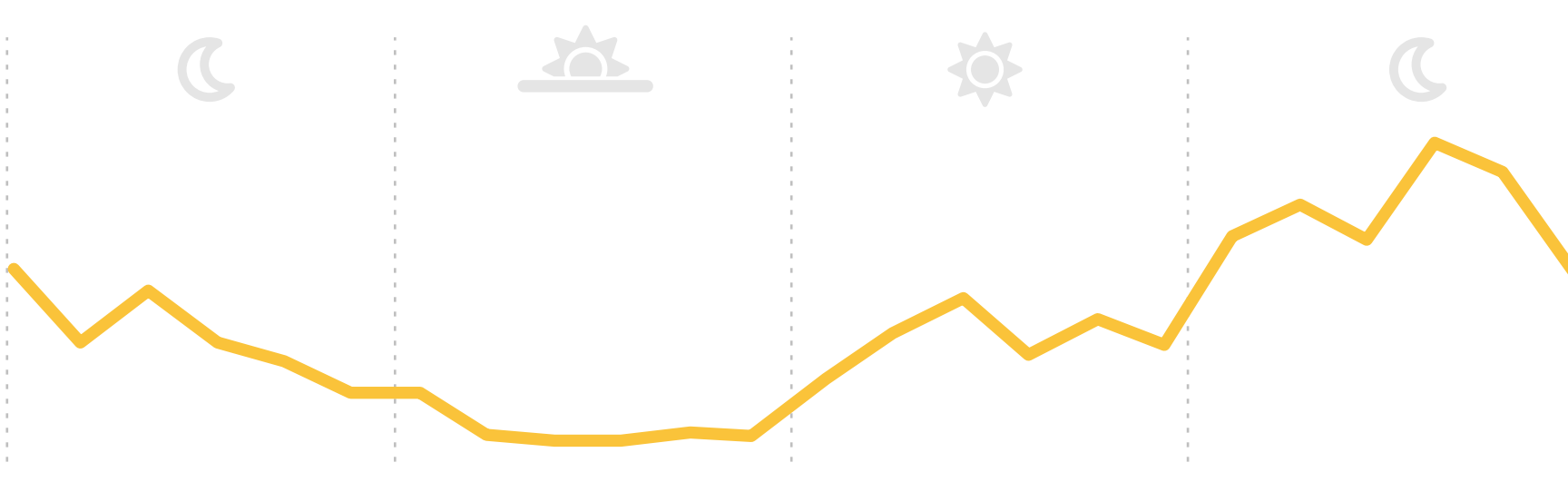


DAILY TREND



USER ACTIONS

Monthly User Actions Evolution



During the month of May, it was registered a peak of user actions between 2 am and 3 am, as well several peaks in the afternoon, since 2 pm until 10 pm.

THE PODIUM



USER ACTIONS

TOMI With Most User Actions



PHOTOS & GIFs SENT

TOMI With Most Selfie and GIFs Sent

ACTION CHAMPION



Plaza Kib3n

36.955
User Actions

SELFIE WINNER



Plaza Kib3n

604
Photos and GIFs sent

May Overall Analysis:

In May, TOMI in Plaza Kibon, continues to show good numbers and metrics.

Note: In May it was not possible to present pedestrians' data since the data we have is unusual and unreliable. The existence of a single TOMI makes this more difficult.

User Actions*: Values indicate the number of touches made on TOMI. Content Display*: Values show the number of each content exhibited on lists, selections and search. Pedestrians*: This data is completely anonymous and privacy is respected.

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<p>MAIN AWARDS AND HONORS</p> <p>Smart Cities USA, UK and Latam awards</p> <p>Future Digital Awards</p> <p>INNO VACITY</p> <p>GLOBAL SMART CITIES CONTEST</p> <p>Citizen's engagement, E-Gov & urban innovation</p>	<p>Award UI & UX</p> <p>A'DESIGN AWARD WINNER 2017 G O L D</p> <p>Best interface</p>	<p>Accessibility & inclusion</p> <p>EUROPEAN PRODUCT DESIGN PRISON</p> <p>ENAT</p> <p>Design for society & disability inclusion</p>	<p>DOOH media</p> <p>FEPE</p> <p>Best innovation</p>	<p>Tourism</p> <p>AHRSS 2015</p> <p>Best service</p>
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