



TOMI is at the Expo Dubai 2020

TOMI is present at the Dubai Expo 2020, in Portugal Pavilion, since October 1st until March 2022! During this 6 months, every visitor is able to interact with TOMI in Dubai, being able to experience something unique with TOMI.



USER ACTIONS *

263

Thousand



PHOTOS & GIFs SENT

3

Thousand

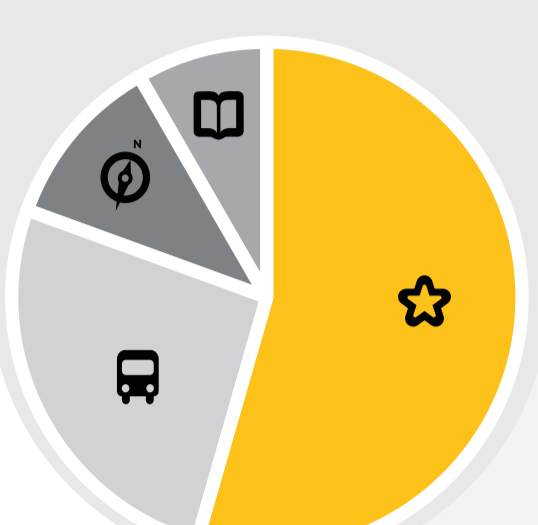


CONTENT DISPLAY *

18

Million

MODULES



- 8% NEWS
- 55% EVENTS**
- 11% SEARCH
- 26% TRANSPORTS



EN 10%

PT 90%

In October, the module with the higher usage was the Agenda Module. TOMI users searched mainly for events related to Exhibitions, Theater and Music.

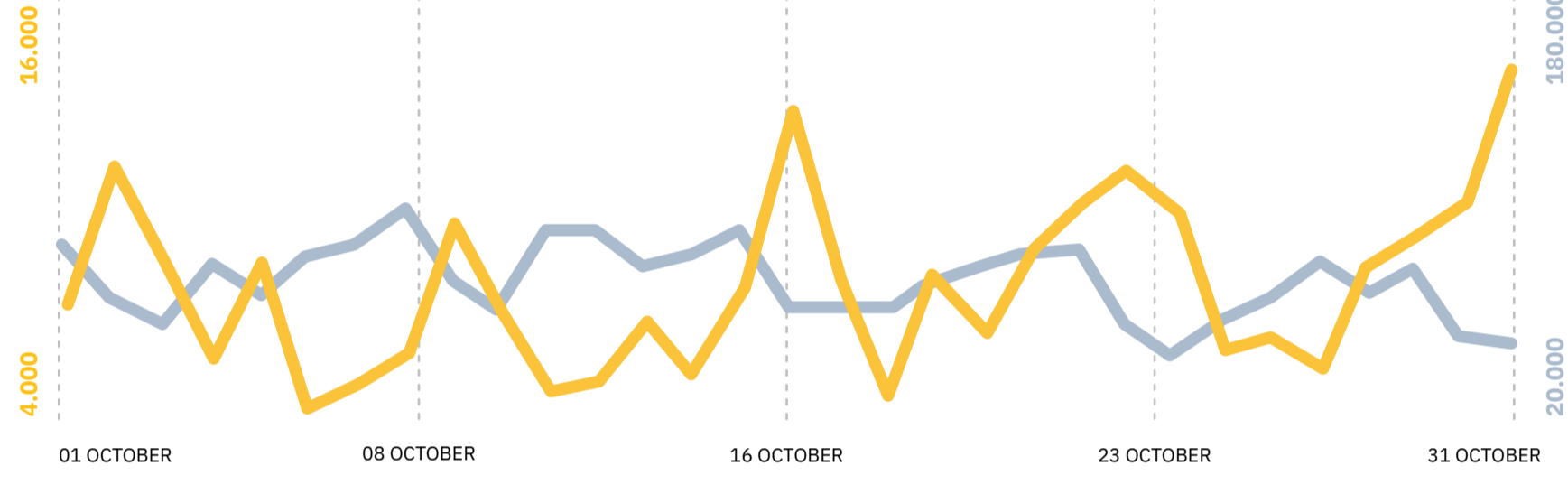
TOP CONTENT CATEGORIES

USER ACTIONS
Top Content Categories by Module

NEWS	EVENTS	SEARCH	TRANSPORTS
City	Exhibitors	Where to Buy	Bairro Alto
Culture	Theater	Health	Baixa-Chiada
Society	Music	Where to Eat	Aeroporto

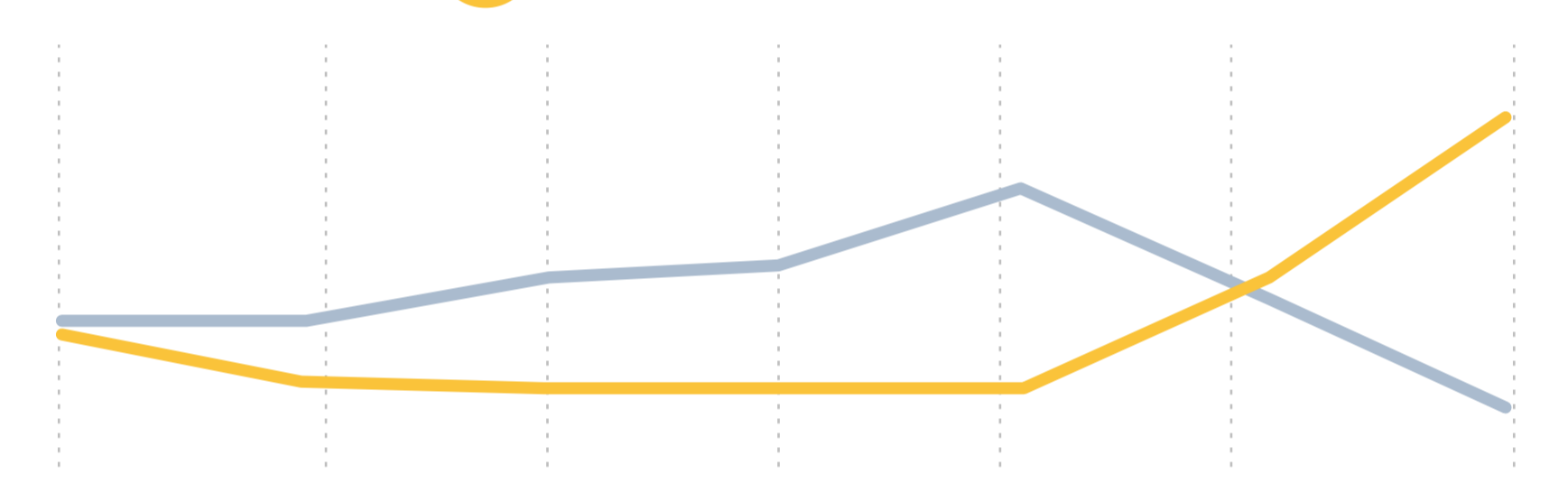
DURING THE MONTH

USER ACTIONS Monthly User Actions Evolution
PEDESTRIANS * Monthly Pedestrian Evolution



WEEKLY TREND

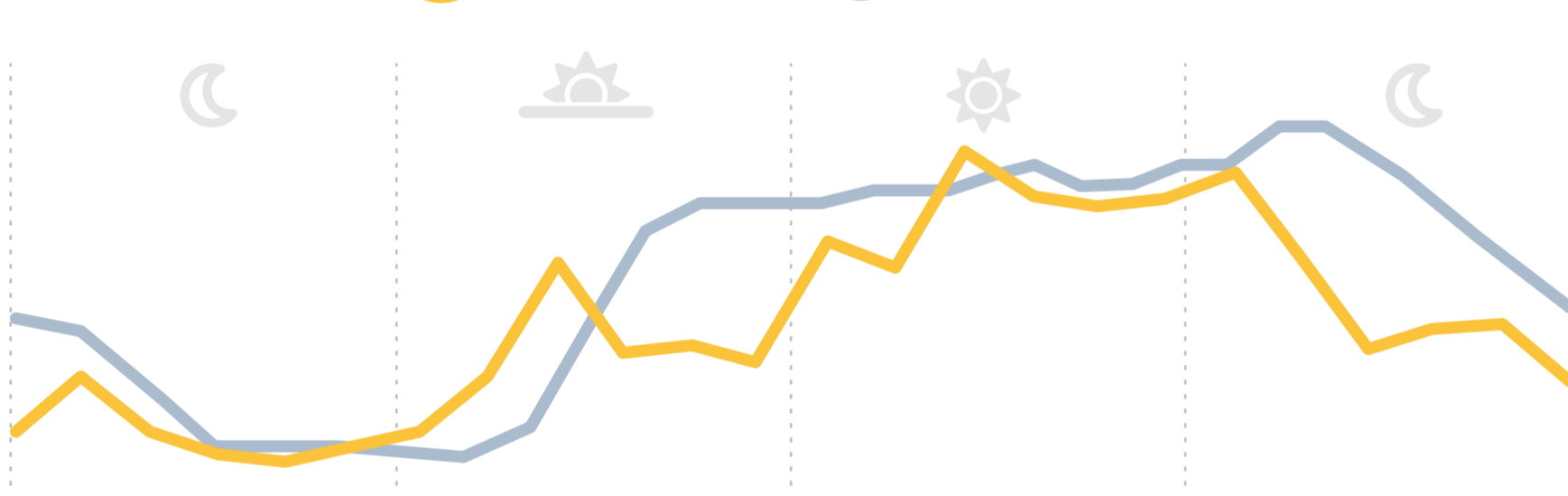
USER ACTIONS Average User Actions Count by Week Day
PEDESTRIANS Average Pedestrian Count by Week Day



In October, there was a peak of pedestrians on Fridays. On Sundays it was registered the least amount of pedestrians of the week. Regarding the user actions, there was a peak registered on Sundays. In the rest of the days of the week, the trend was homogeneous.

DAILY TREND

USER ACTIONS Monthly User Actions Evolution
PEDESTRIANS Monthly Pedestrians Evolution



In October there were recorded four peak of pedestrians. The first one took place between 9:00 am and 10:00 am, the second at 3:00pm, and the third between 7:00pm and 8:00pm. Regarding the user actions, several peaks were observed throughout the day: a first at 8:00 am, a second at noon, and a third between 2:00 pm and 6:00 pm.

THE PODIUM

USER ACTIONS TOMI With Most User Actions
PHOTOS & GIFs SENT TOMI With Most Selfie and GIFs Sent

ACTION CHAMPION

Marquês de Pombal I Átrio

58.726
User Actions

SELFIE WINNER

Rossio Rua 1º de Dezembro

426
Photos and GIFs sent

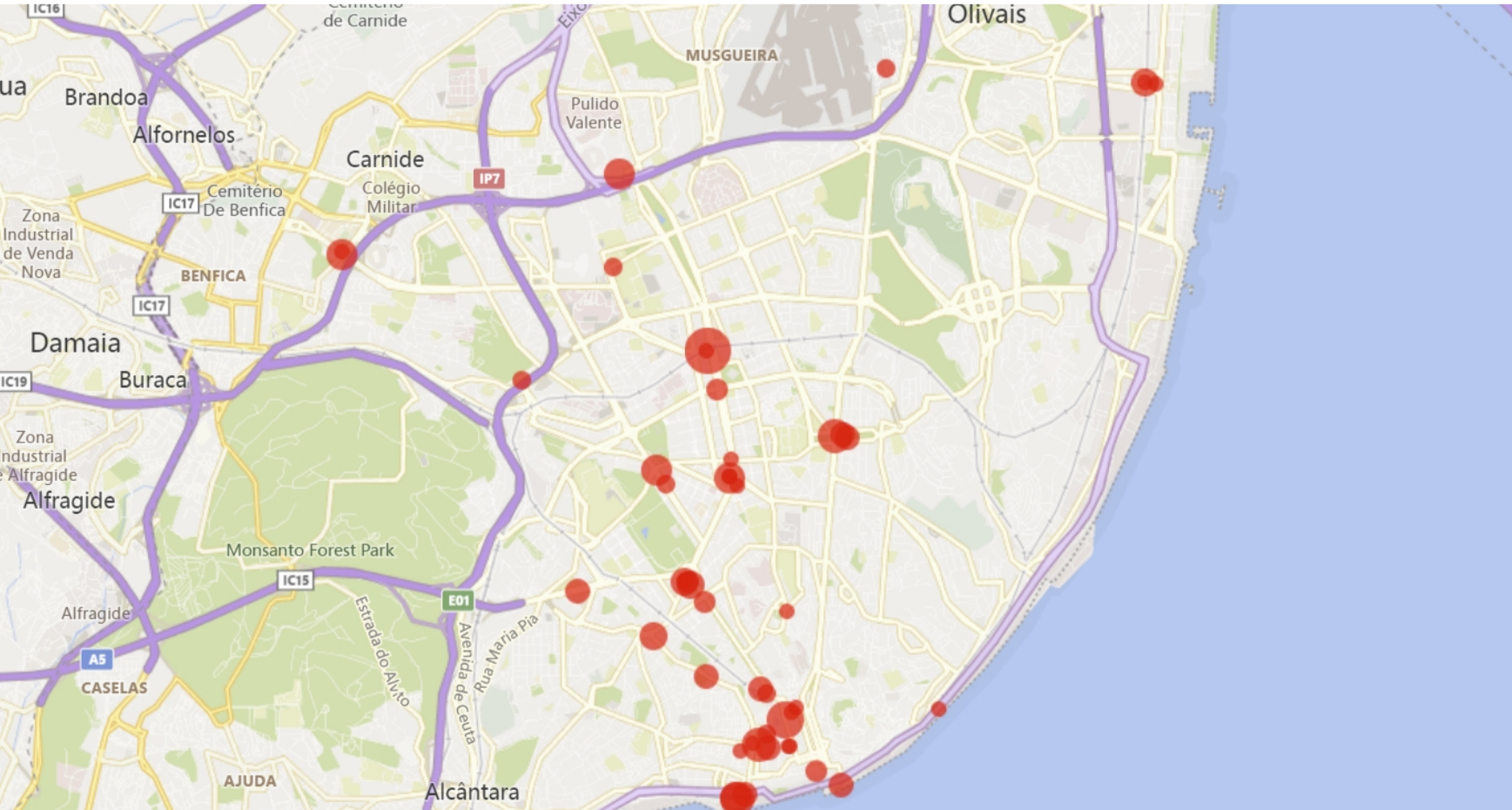
October Overall Analysis:

In October, there were signs of a reinforce return to normality.

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.

HEATMAP

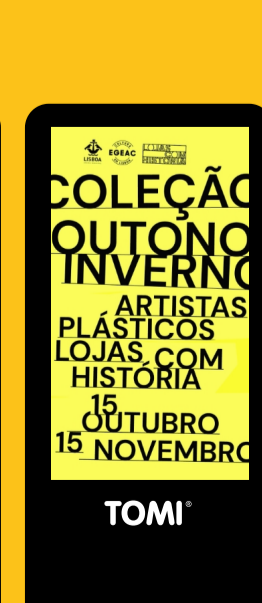
PEDESTRIANS Average Pedestrians Counted by TOMI



TOMI SMART MEDIA

TOMI is the best way to communicate and to reach the desired target audience in an interactive and creative way. See some of our campaigns of October in Lisbon.

Communication in the right place at the right time!



SUBSCRIBE NEWSLETTER

Trademark. Patented internationally. Registered design.

<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 AWARDS</p> <p>Citizen's engagement, E-Gov & urban innovation</p>	<p>Award UI & UX</p> <p>A DESIGN AWARD WINNER 2017</p> <p>Best interface</p>	<p>Accessibility & inclusion</p> <p>DESIGN FOR SOCIETY AWARD</p> <p>Design for society & disability inclusion</p>	<p>DOOH media</p> <p>ENAT</p> <p>Best innovation</p>	<p>Tourism</p> <p>FEPE</p> <p>Best service</p>
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