

TOMI For All won  
Innovation of the  
Year Award!

TOMI For All won the “Innovation of the Year Award”. This distinction given by the Inovação do Turismo do Minho entity, celebrates and reaffirms TOMI as a unique and innovative solution, that promotes inclusion and accessibility for all citizens. We are very honored!

USER  
ACTIONS\*

239  
Thousand

PHOTOS & GIFs  
SENT \*

3  
Thousand

CONTENT  
DISPLAY\*

2  
Million

MODULES

35% EVENTS

27% SEARCH

20% TRANSPORTS

17% NEWS

ACTIONS BY  
TOURIST AND  
LOCALS

PT 86%

EN 14%

In February, the module with the highest usage was the Events Module. TOMI users searched mainly for events related to Theater, Exhibitions, and Music.

TOP CONTENT CATEGORIES

USER ACTIONS  
Top Content Categories by Module

NEWS	EVENTS	SEARCH	TRANSPORTS
City	Theater	What to Do	Cais do Sodré
Culture	Exhibitions	Where to Eat	Sete Rios
Alerts	Music	Where to Stay	Baixa-Chiado

DURING THE MONTH

USER ACTIONS  
Monthly User Actions Evolution

WEEKLY TREND

USER ACTIONS  
Average User Actions Count by Week Day

In February, Saturdays were the days with the highest number of user actions. On the other side, Mondays and Thursdays registered the lowest number of user actions of the week.

DAILY TREND

USER ACTIONS  
Monthly User Actions Evolution

In February, the highest number of user actions happened during the afternoon period. Throughout the day, there were registered several user actions peaks, where the peaks with the highest numbers happen around 4 pm and 6 pm.

THE PODIUM

USER ACTIONS  
TOMI With Most User Actions

PHOTOS & GIFs SENT  
TOMI With Most Selfie and GIFs Sent

ACTION  
CHAMPION

Colégio Militar Colombo

2.789  
User Actions

SELFIE  
WINNER

Rossio Rua 1º de Dezembro

227  
Photos and GIFs sent

**February Overall Analysis:**

In February, TOMIs of Lisbon helped to celebrate Carnival by promoting the events that were taking place in the Events Module.

User Actions\*: Values indicate the number of touches made on TOMI. Photos & GIFs sent\*: Values show the numbers of photos and gifs, taken and sent by email. 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.

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 February in Lisbon.

Communication in the right place at the right time!

Sundae  
Doce Casa

TOMI®

McDonalds

Montepio

TOMI®

Montepio

Sony

TOMI®

Sony

Amnistia

TOMI®

Amnistia

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Trademark. Patented internationally. Registered design.

MAIN  
AWARDS  
AND  
HONORS

Smart Cities USA, UK and Latam awards

Future Digital Awards

INNO VACITY

GLOBAL SMART CITIES CONTEST

Citizen's engagement, E-Gov & urban innovation

Award UI & UX

A DESIGN AWARD WINNER 2017

Best interface

Accessibility & inclusion

ENAT

Design for society & disability inclusion

DOOH media

FEPE

Best innovation

Tourism

ATLAS 2015

Best service