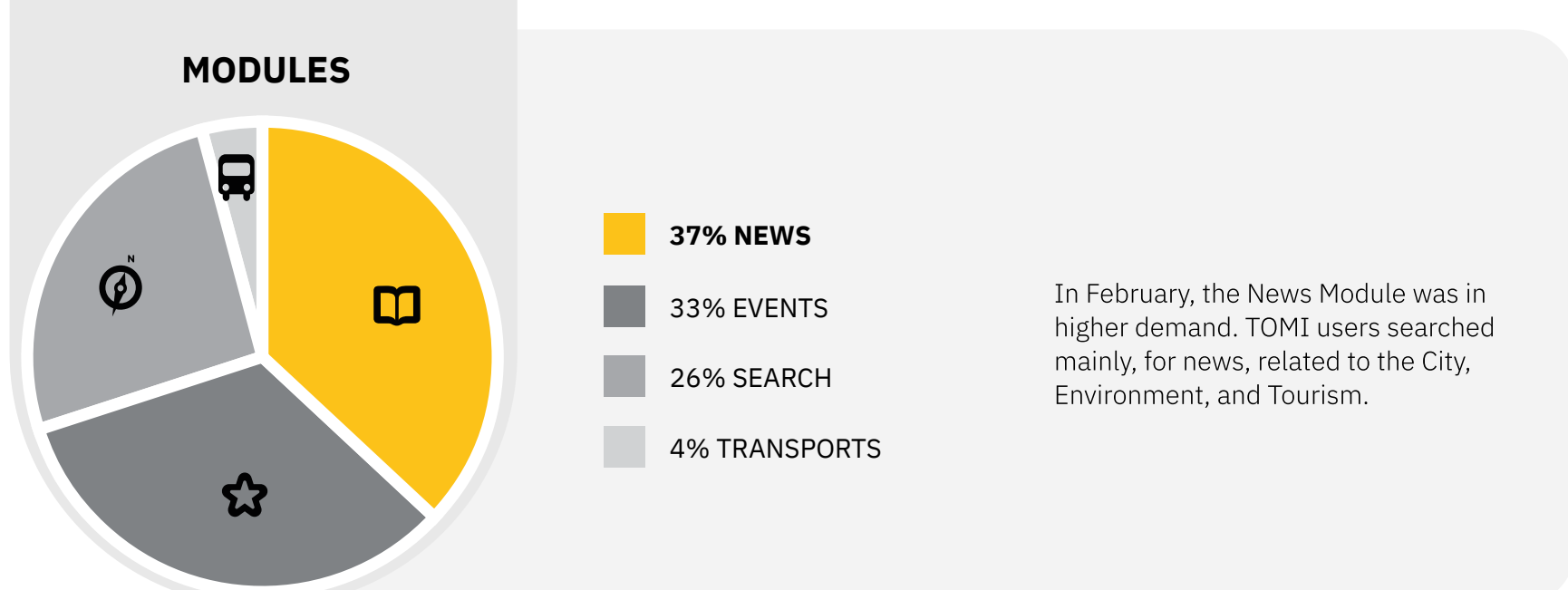
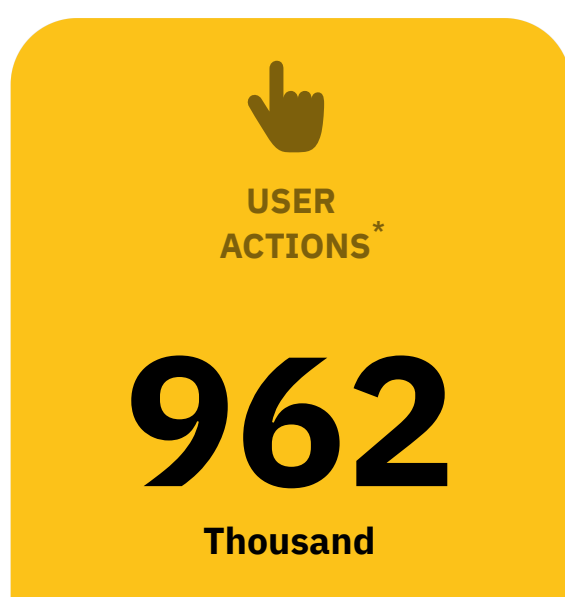




# TOMI For All won Innovation of the Year Award!

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!



## TOP CONTENT CATEGORIES

## USER ACTIONS

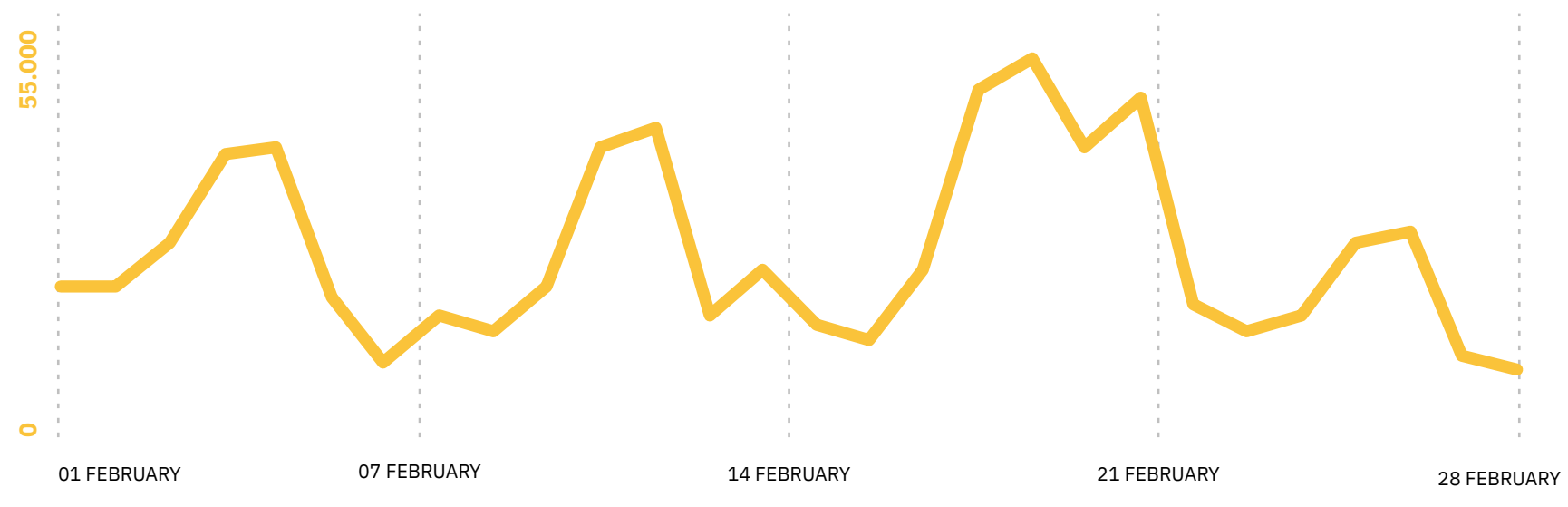
Top Content Categories by Module

NEWS	EVENTS	SEARCH
City	Theater	What to Do
Environment	Exhibitions	Where to Eat
Tourism	Music	Where to Stay

## DURING THE MONTH

## USER ACTIONS

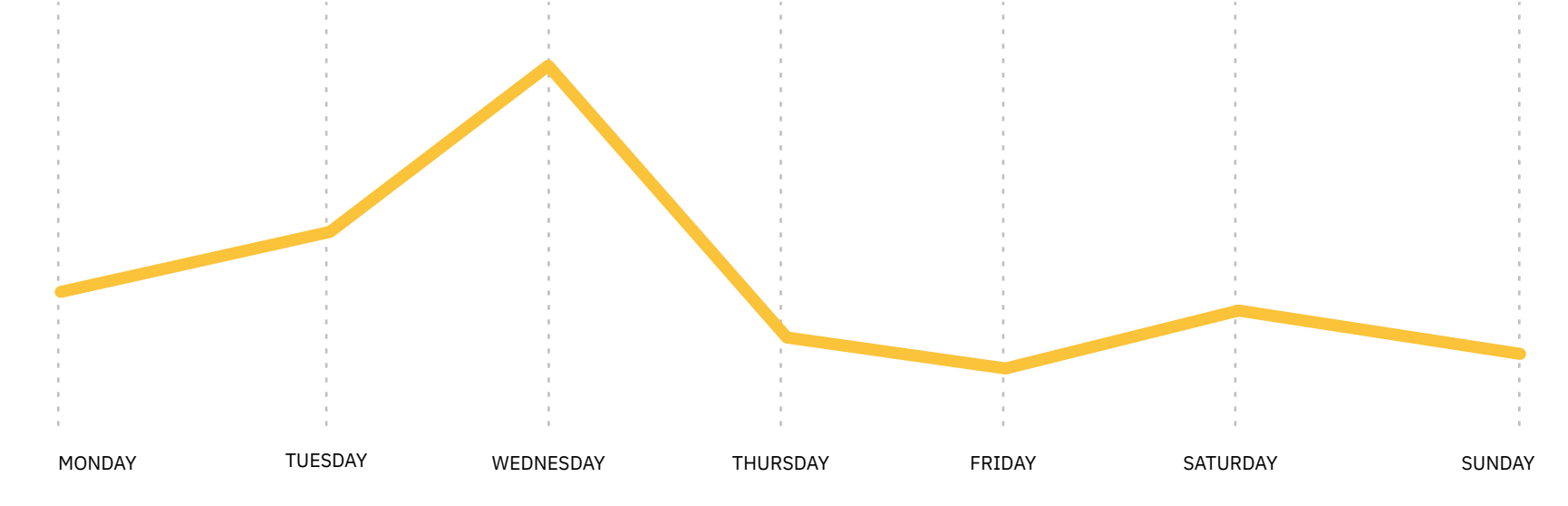
Monthly User Actions Evolution



## WEEKLY TREND

## USER ACTIONS

Average User Actions Count by Week Day

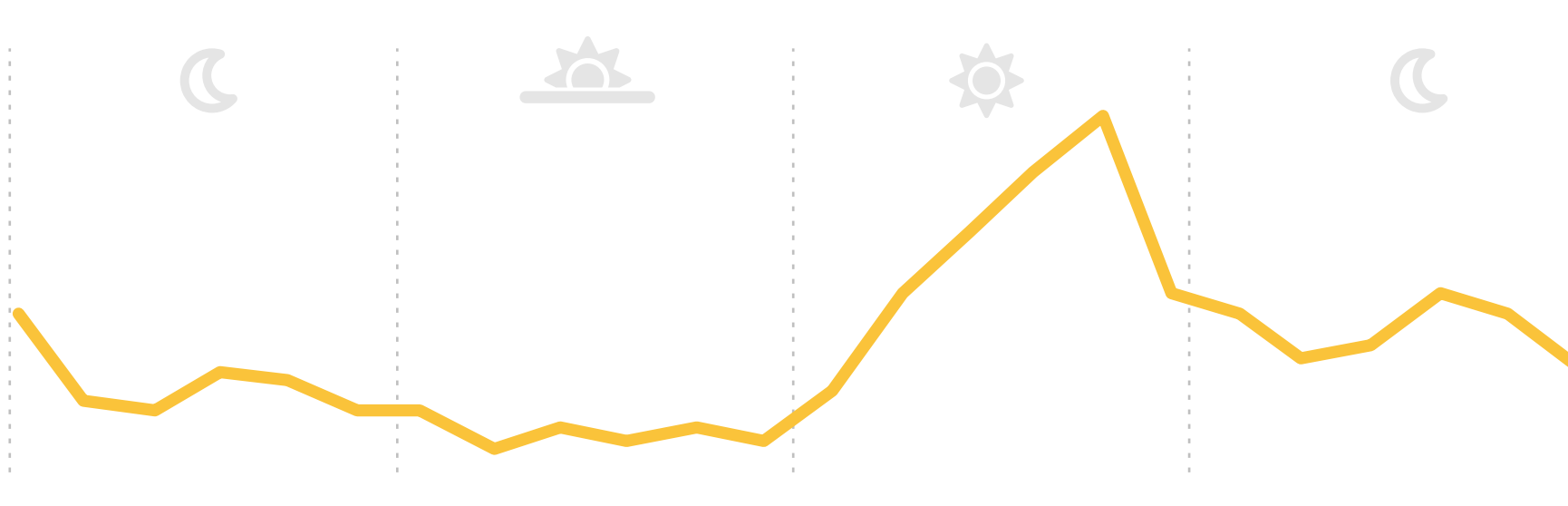


In February, Wednesdays were the days of the week with the highest number of user actions. On the other hand Fridays and Sundays registered the lowest number of user actions of the week.

## DAILY TREND

## USER ACTIONS

Monthly User Actions Evolution



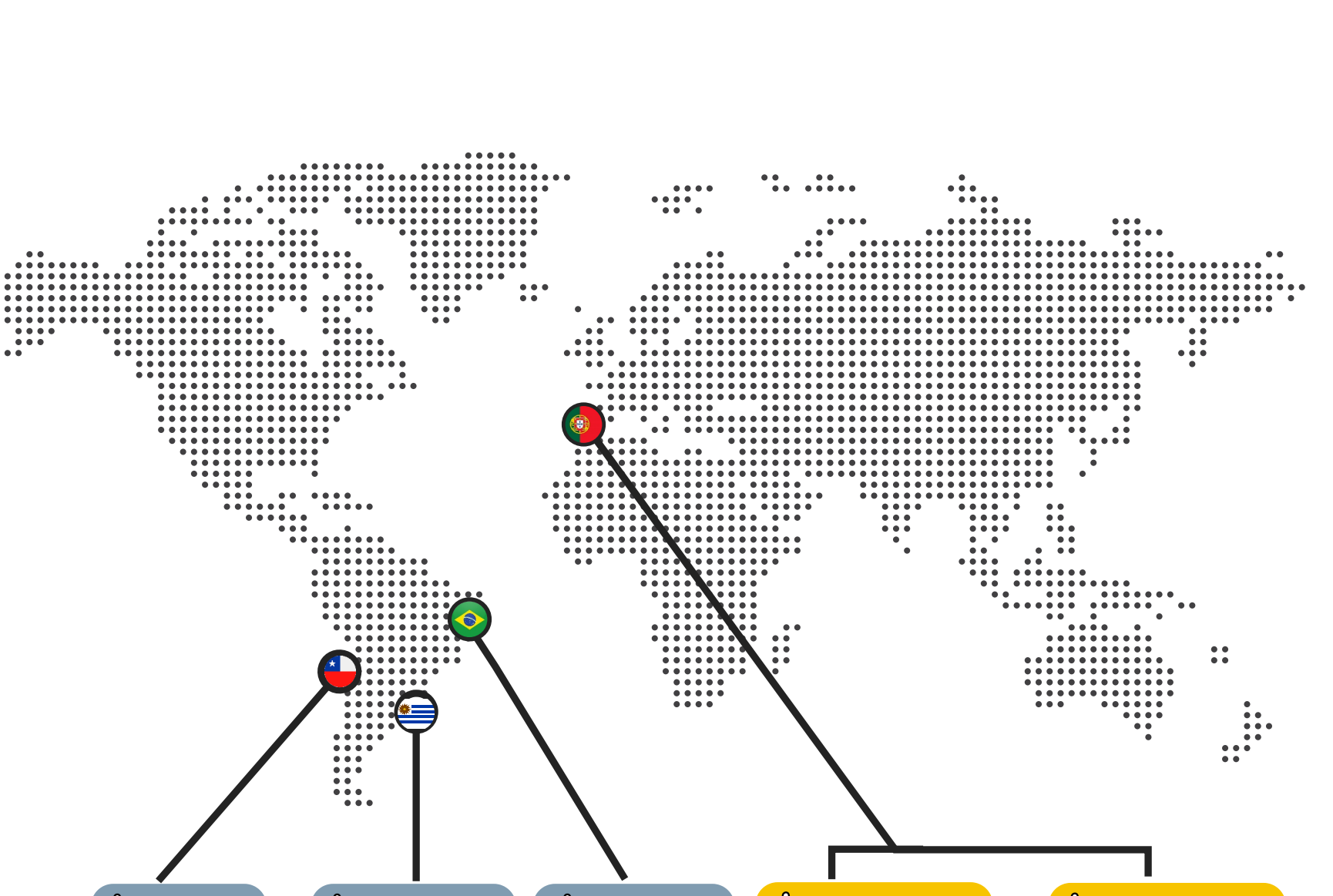
In February, the user actions were higher in the afternoon period. Throughout the day, it was recorded a peak of user actions around 4 pm.

## February Overall Analysis:

In February, TOMIs 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.

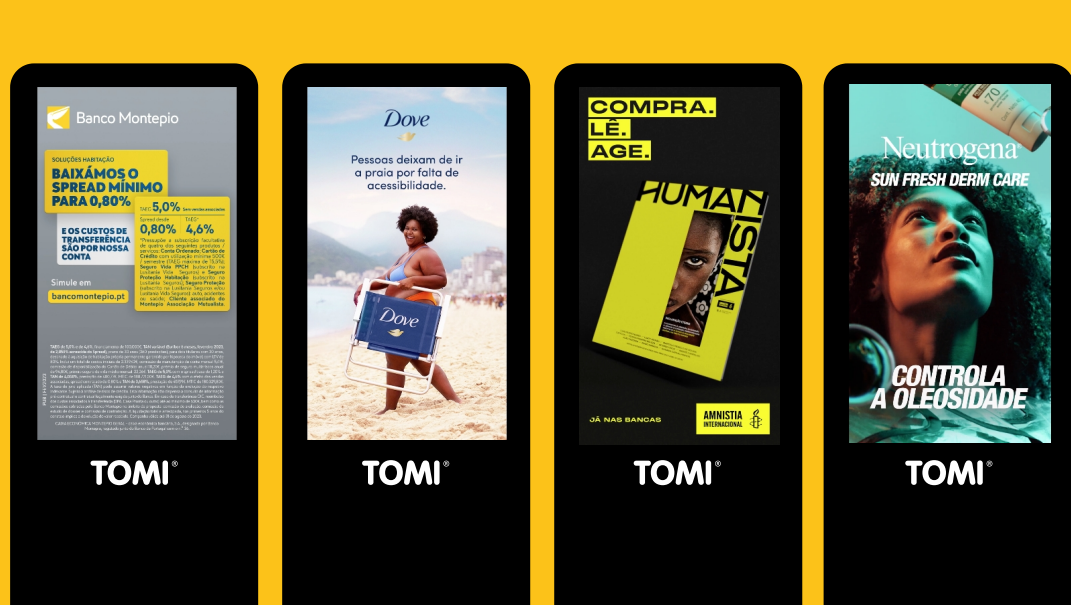
## LOCATIONS



# TOMI® SMART MEDIA

TOMI is the best way to communicate and to reach the audience and interact in a creative way. See some of our campaigns in February in our networks.

Communication in the right place at the right time!



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