

New feature to detect mask usage

TOMI has a new technology that detects whether people are wearing the individual protection mask or not. This feature is the continuation of all the anti-covid technologies that TOMI has been developing over the past months. When a person is detected without a mask, TOMI displays a message advising them to use it.



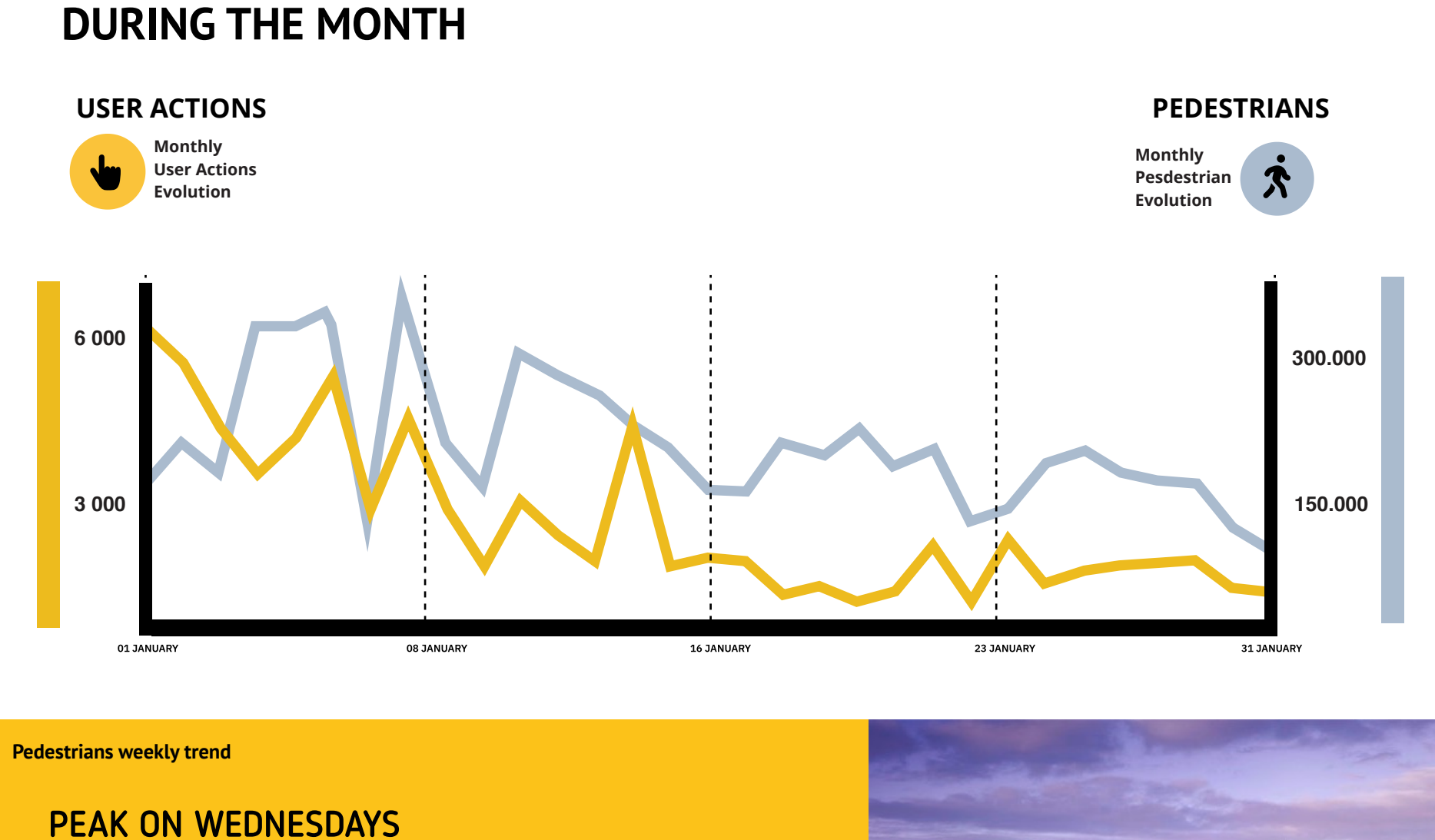
In January, the great emphasis was in the Agenda Module, with 58%. TOMI users searched for Exhibitions, Music and Theater.

TOP MODULES

	NEWS	EVENTS	SEARCH	TRANSPORTS
1º	City	Exhibitions	Where to Stay	Praça Luis de Camões
2º	Culture	Music	Public Services	Baixa-Chiado
3º	Society	Theater	Where to Eat	Bairro Alto

January main topic:

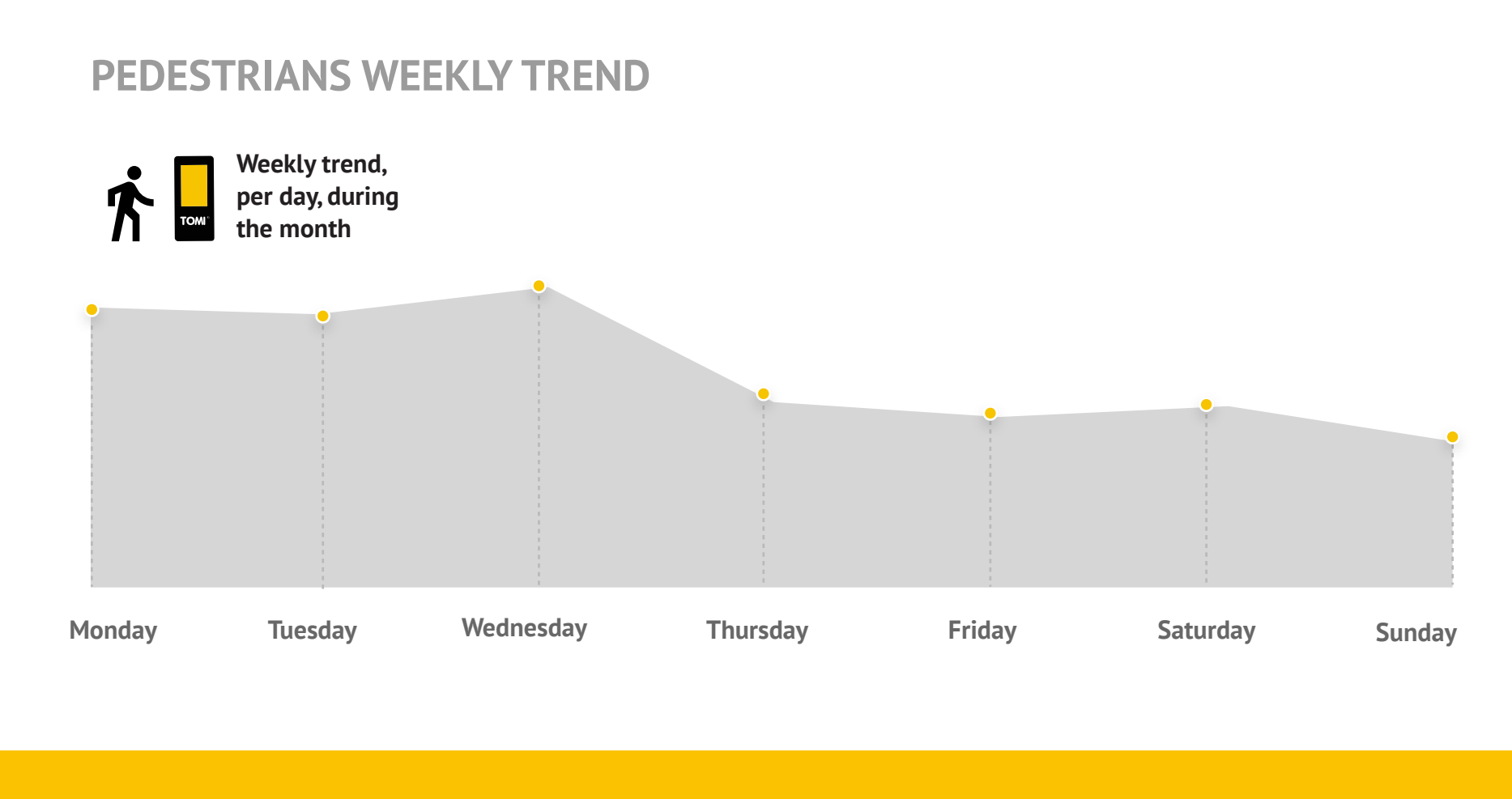
The month of January was marked by the exponential increase in cases of Covid-19 in Portugal and rest of Europe and, consequently, the return to lockdown.



PEDESTRIANS WEEKLY TREND

PEAK ON WEDNESDAYS

In January, there was a peak of pedestrians on Wednesdays. At the end of the week and weekends, the flow of pedestrians was less due to restrictions imposed on the movement of people as a consequence of the new national lockdown.



TOMI SMART MEDIA

Communication in the right place at the right time!

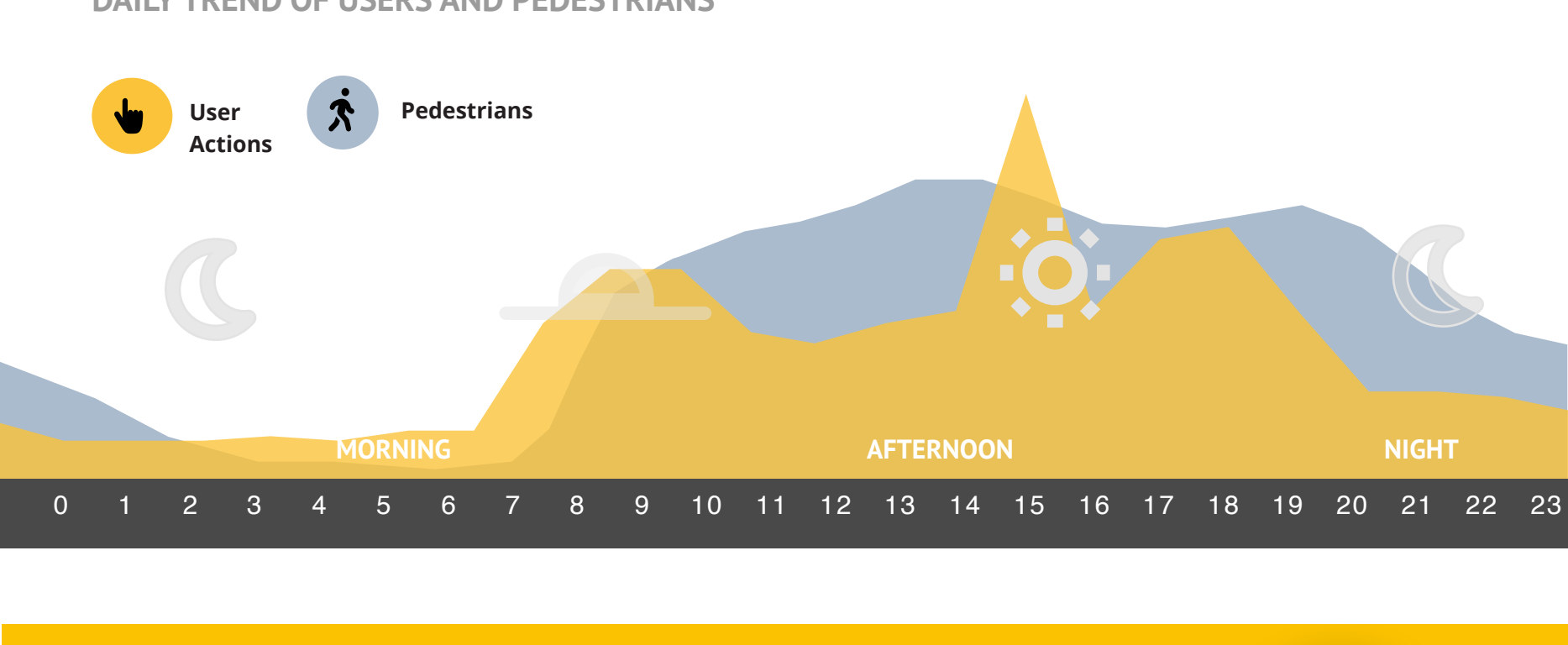
"Burger King"

"Metro Lisboa"

"Jesuitas Para Refugiados"

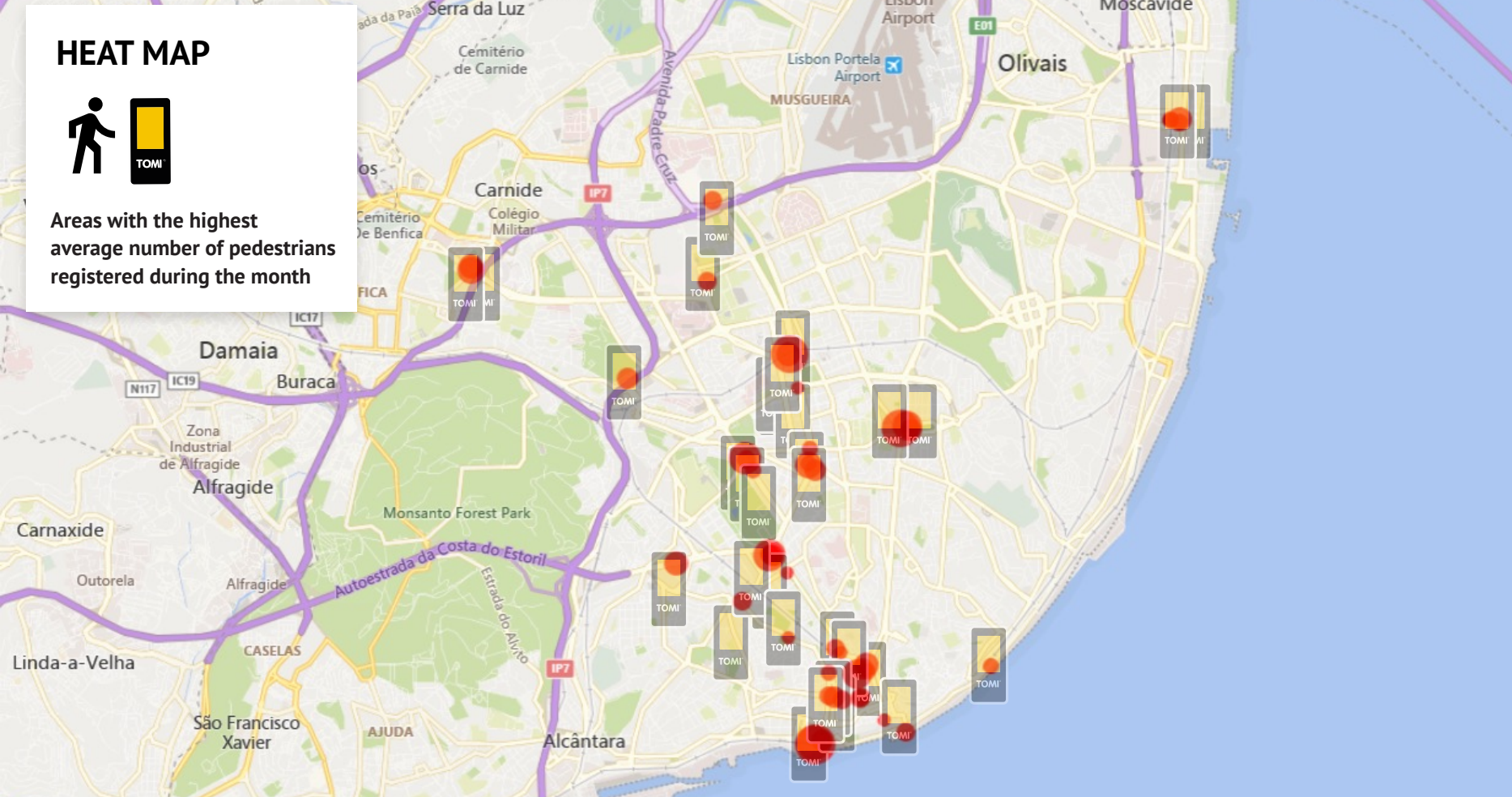
"Coca-Cola"

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



THE PODIUM BY LOCATION

ACTION CHAMPION	ACTION CHAMPION	SELFIE WINNER	SELFIE WINNER
outdoor 18 561 Avenida António Augusto de Aguiar	indoor 3 881 Saldanha Átrio Norte	outdoor 143 Rossio Rua 1 de Dezembro	indoor 81 Baixa-Chiado Corredor



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.