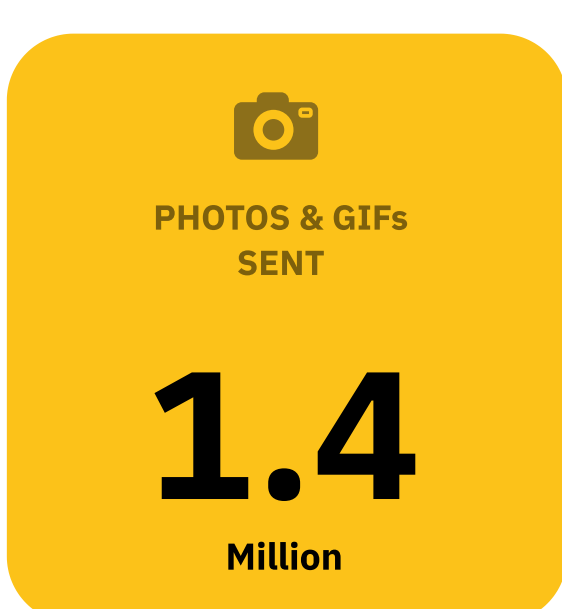


# TOMI celebrated 5 years in Rio de Janeiro

TOMI celebrated 5 years in Rio de Janeiro! During the 5 years there were registered more than 47 million user actions, and more than 1 million photos&GIFs. Thank you all for this amazing 5 years and to many more!

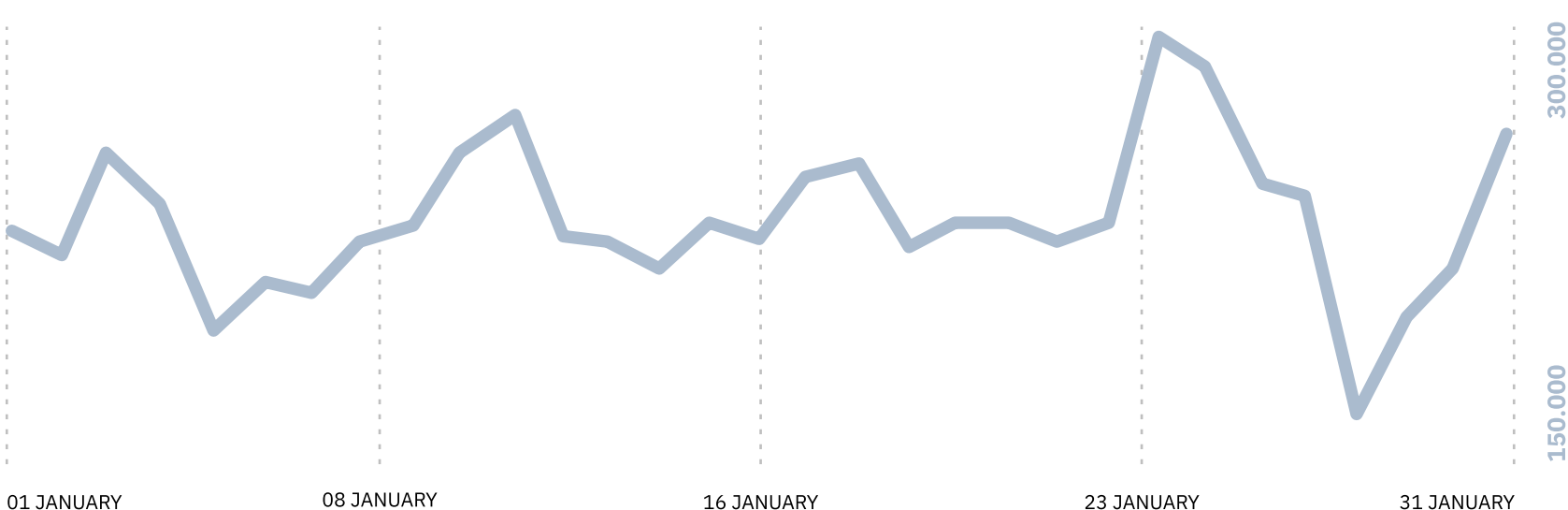
## DURING THE 5 YEARS



## DURING THE MONTH

### PEDESTRIANS

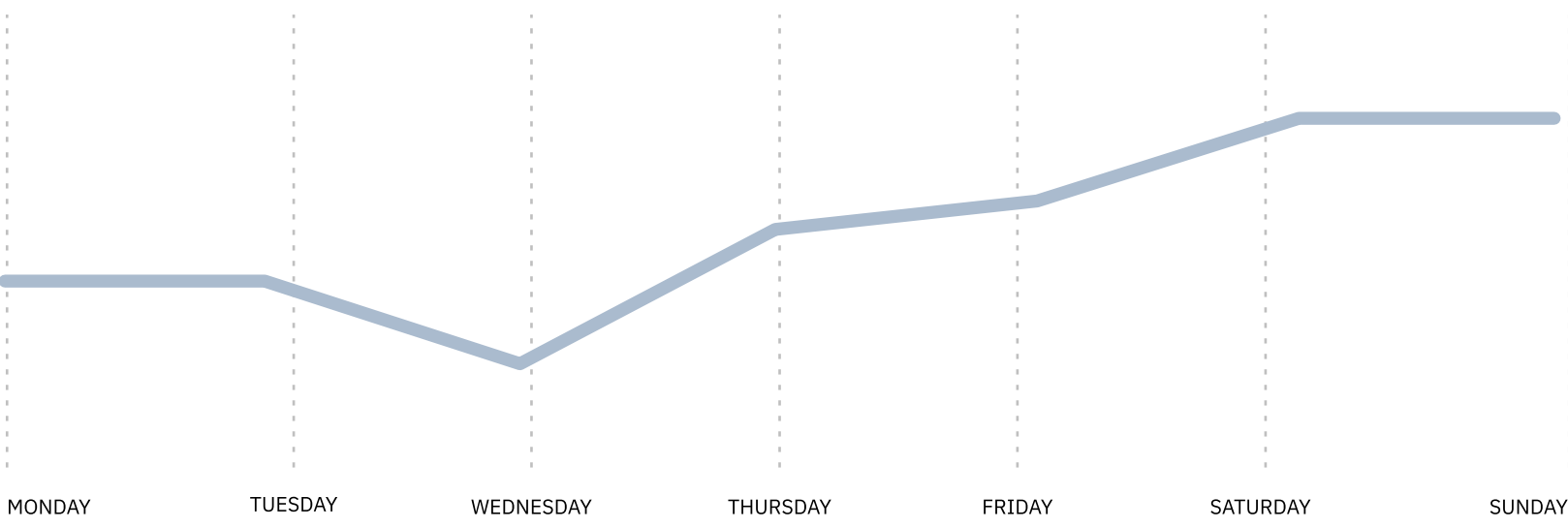
Monthly Pedestrian Evolution



## WEEKLY TREND

### PEDESTRIANS

Average Pedestrian Count by Week Day

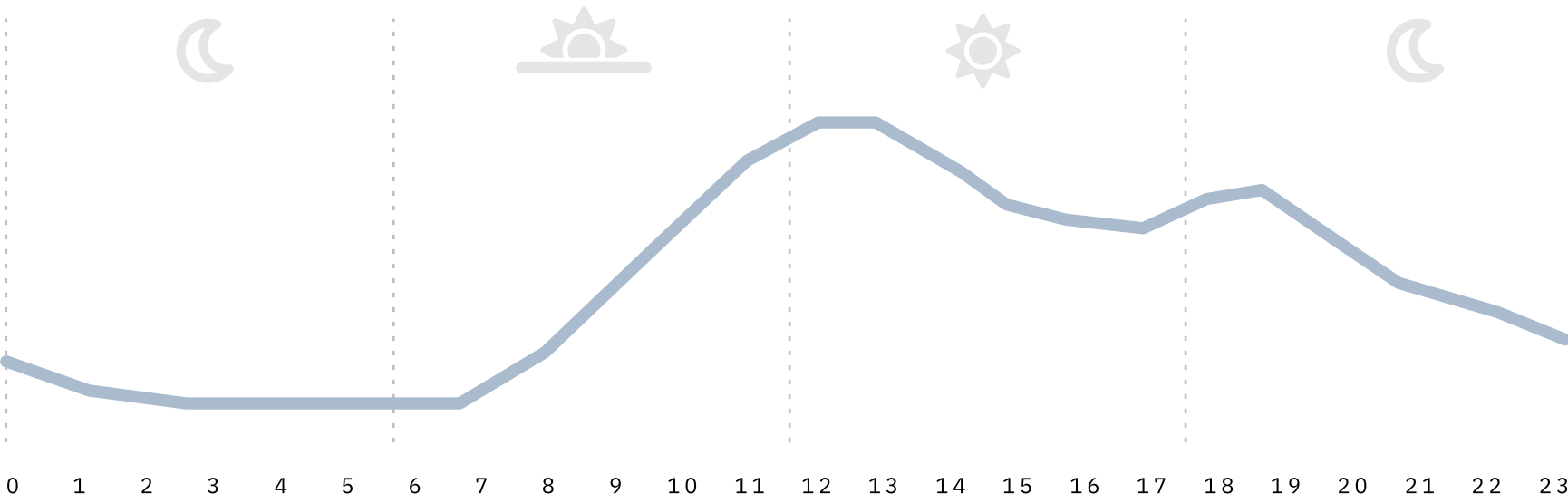


In July, there was a greater flux of pedestrians over the weekend. During the working days, the trend was similar, with a lower record on Wednesdays.

## DAILY TREND

### PEDESTRIANS

Monthly Pedestrian Evolution



In July, there were two pedestrian peaks. The first was registered between 11 am and 13 pm, and the second between 18 pm and 19pm.

## July Overall Analysis:

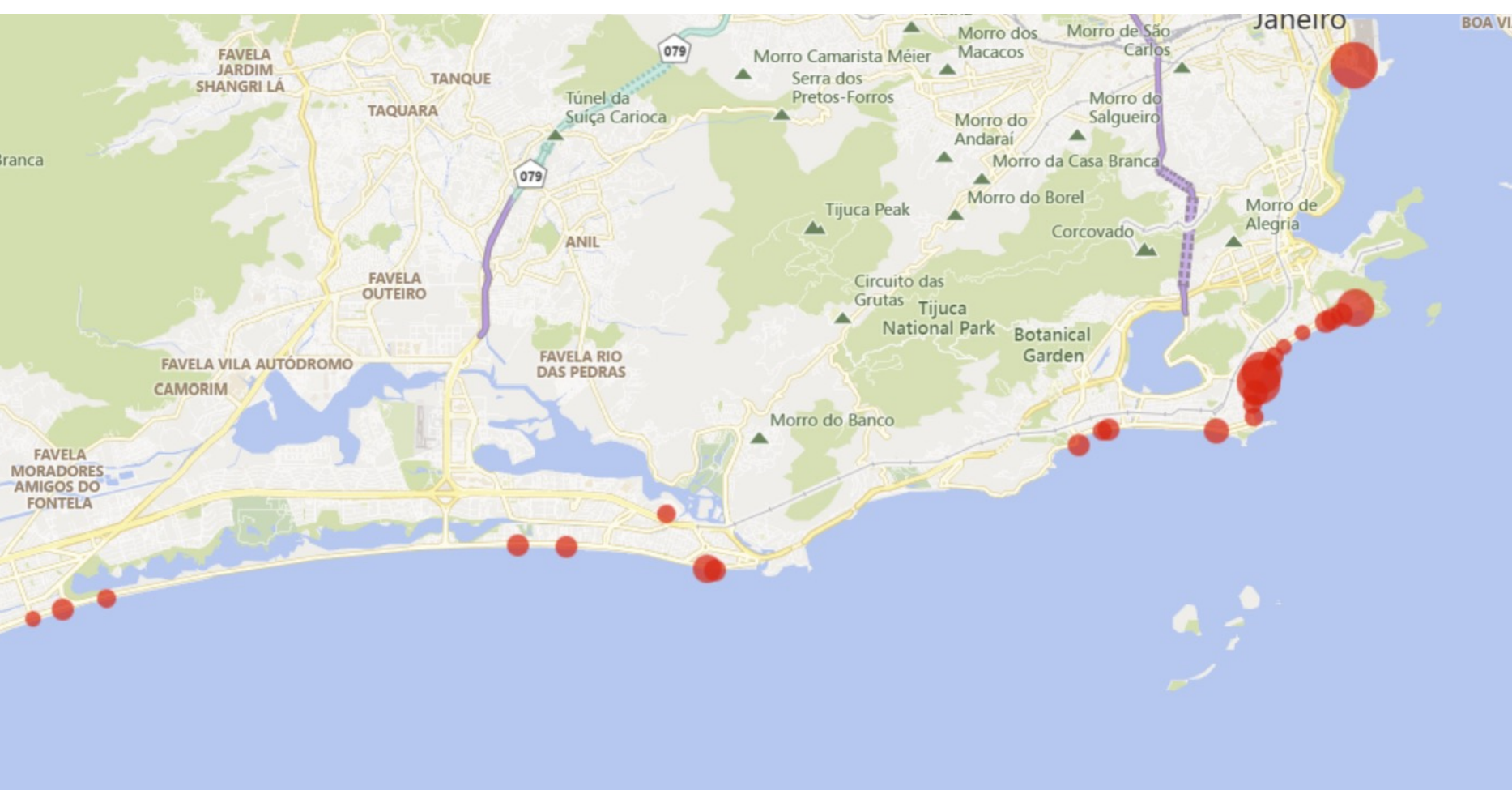
In the month of July, the number of Covid-19 cases detected in Brazil continues to be at a high level. TOMIs of Rio de Janeiro continues in Covid mode.

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

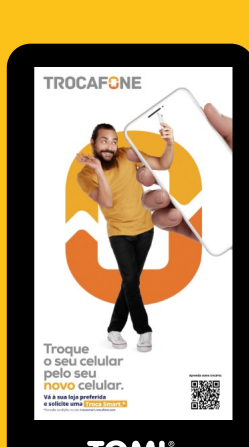
Average Pedestrians Counted by TOMI



# 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 July, in Rio de Janeiro.

Communication in the right place at the right time!



**SUBSCRIBE NEWSLETTER**

Trademark. Patented internationally. Registered design.

<p><b>MAIN AWARDS AND HONORS</b></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 &amp; urban innovation</p>	<p><b>Award UI &amp; UX</b></p> <p>A'DESIGN AWARD WINNER 2017</p> <p>Best interface</p>	<p><b>Accessibility &amp; inclusion</b></p> <p>EUROPEAN PRODUCT DESIGN AWARD</p> <p>ENAT</p> <p>Design for society &amp; disability inclusion</p>	<p><b>DOOH media</b></p> <p>FEPE</p> <p>Best innovation</p>	<p><b>Tourism</b></p> <p>AFRISTE</p> <p>Best service</p>
--	---	---	---	--