

TOMI is at the Dubai Expo 2020

TOMI is present at the Dubai Expo 2020, 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*

636

Thousand



PHOTOS & GIFs SENT

10

Thousand

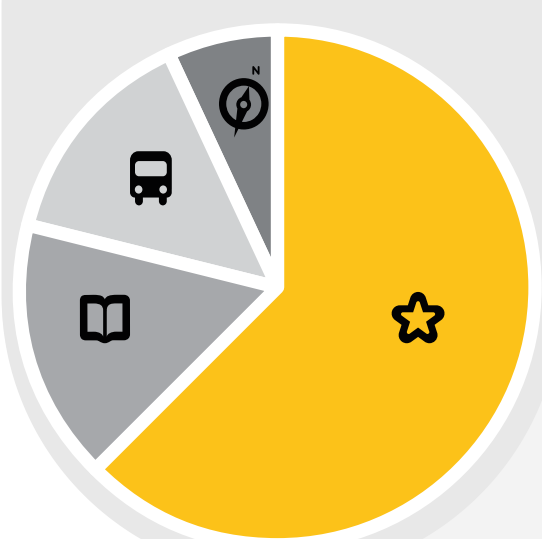


CONTENT DISPLAY*

37

Million

MODULES



- 17% NEWS
- 62% EVENTS**
- 7% SEARCH
- 14% TRANSPORTS

In October, the Events module was in higher demand. TOMI users searched mainly for events related to art & culture, festival, and exhibitions, happening in the cities.

TOP CONTENT CATEGORIES



USER ACTIONS

Top Content Categories by Module

NEWS	EVENTS	SEARCH
Society	Art & Culture	Where to Buy
Culture	Festival	Health
Tourism	Exhibitions	Where to Eat

DURING THE MONTH



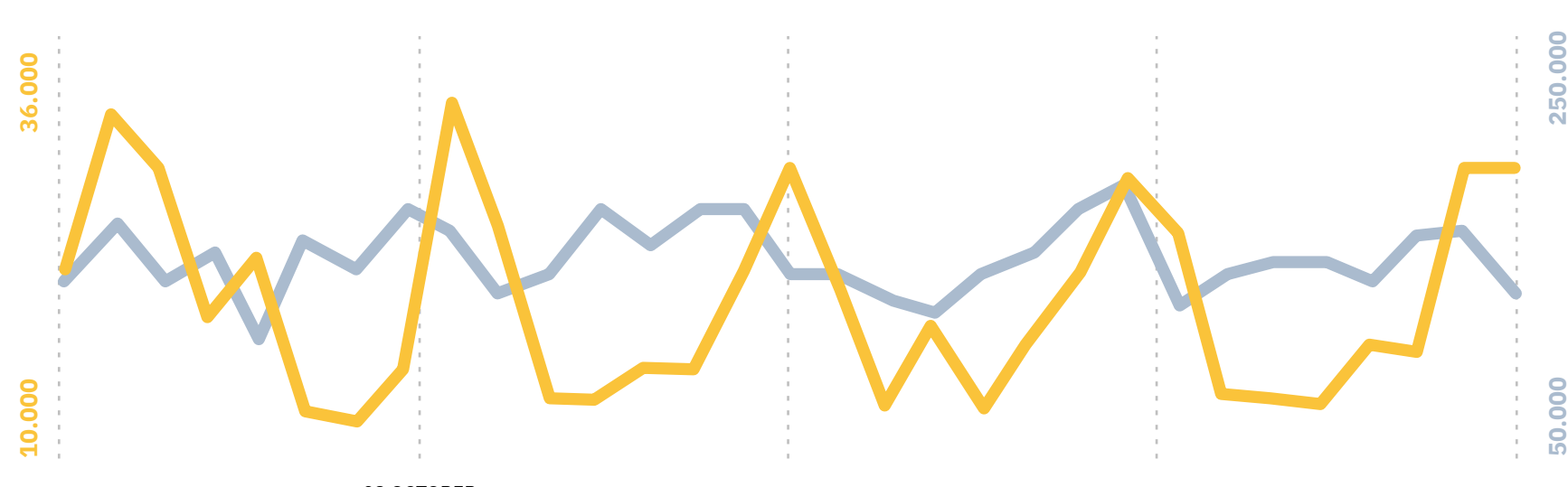
USER ACTIONS

Monthly User Actions Evolution



PEDESTRIANS*

Monthly Pedestrian Evolution



WEEKLY TREND



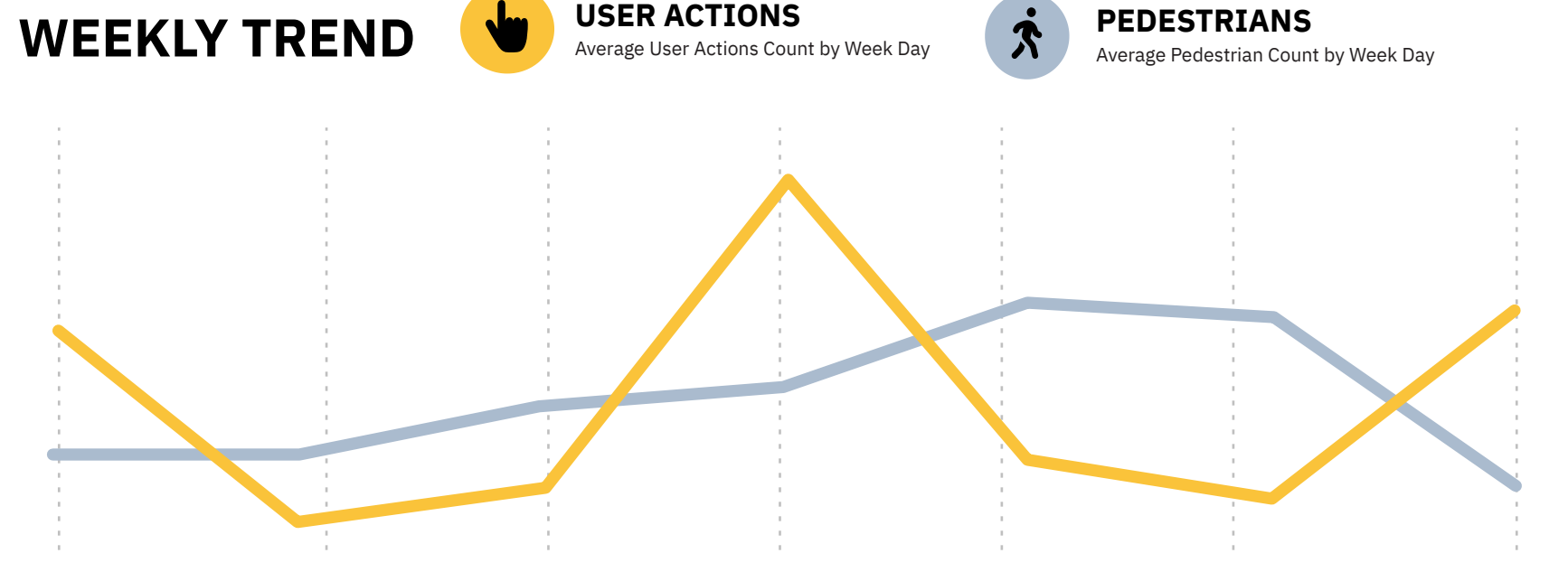
USER ACTIONS

Average User Actions Count by Week Day



PEDESTRIANS

Average Pedestrian Count by Week Day



During October, the Fridays were the days of the week with the highest flow of pedestrians, while Sundays were the days of the week with the lowest flow registered. Regarding the user actions, it was recorded the highest number of user actions on Mondays, Thursdays and Sundays. On Tuesdays and Saturdays, the number were the lowest of the week.

DAILY TREND



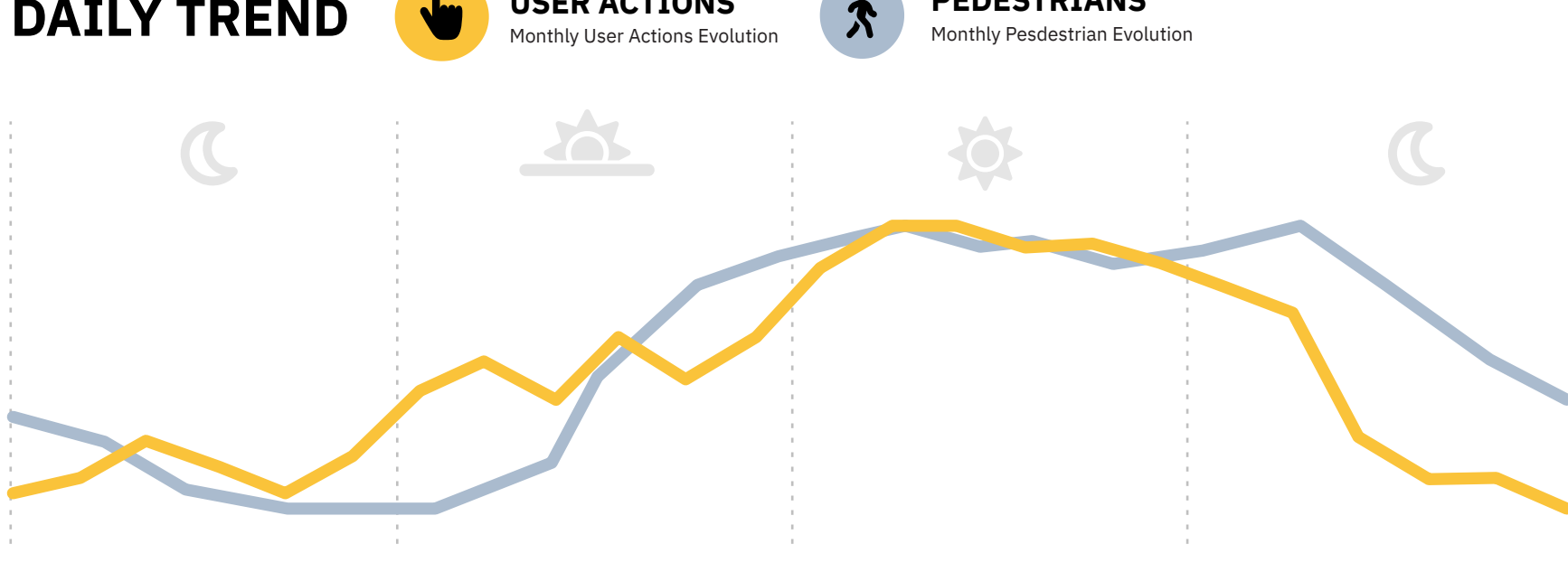
USER ACTIONS

Monthly User Actions Evolution



PEDESTRIANS

Monthly Pedestrian Evolution



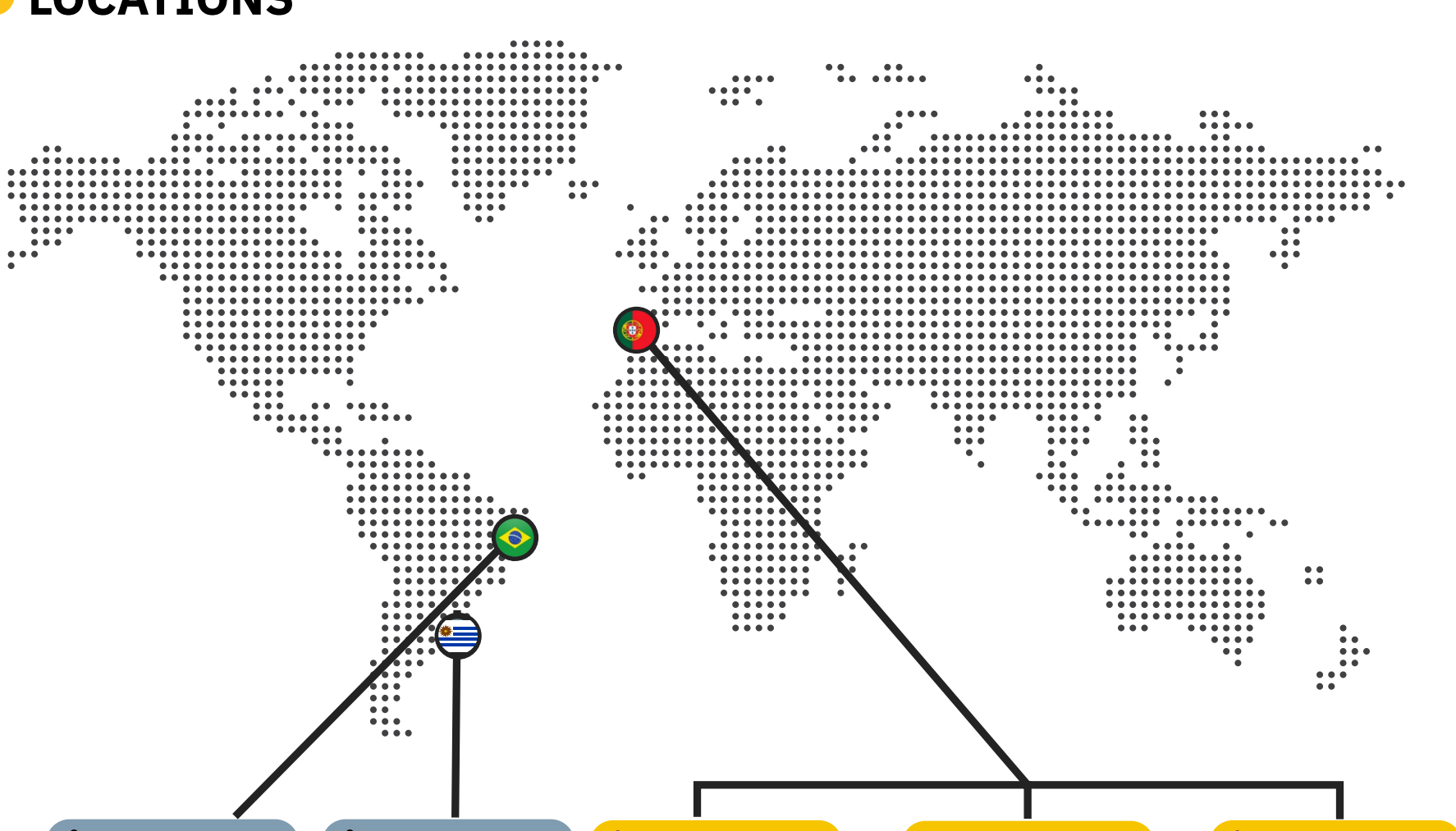
In October, there were several peaks of pedestrians during the day. The first occurred between 10 am and 1 pm, and the second at 7 pm. In relation to the user actions, there were recorded several peaks throughout the day. The first peak happened between 6 am and 7 am, the second at 9 am, and the third between 1 pm and 4 pm.

October Overall Analysis:

In October, there were signs of a return to normality. In Latin America, there are still strict measures in place.

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.

LOCATIONS



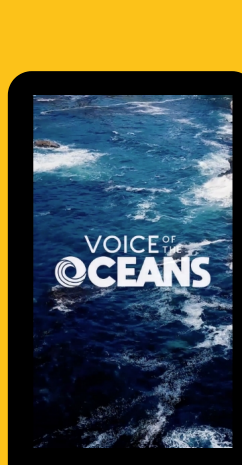
TOMI SMART MEDIA

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

Communication in the right place at the right time!



Burger King



Voz dos Oceanos



Lojas com História



Warner Bro

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 CONTEST</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>EUROPEAN DESIGN AWARDS</p> <p>ENAT</p> <p>Design for society & disability inclusion</p>	<p>DOOH media</p> <p>FEPE International</p> <p>Best innovation</p>	<p>Tourism</p> <p>ATTRACTION AWARDS</p> <p>Best service</p>
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