

# TOMI continued protect cities with innovative technologies

During the year of 2021, TOMI continued to developed innovative technologies to help the prevention of Covid-19, supporting the reopening of all the cities post lockdown, in a safe and secure way. Some of these technologies were the detection of mask usage, or not usage, the detection and counting of pedestrians, and programmatic alerts.



**USER ACTIONS \***

**608**

Thousand



**PHOTOS & GIFs SENT**

**11**

Thousand

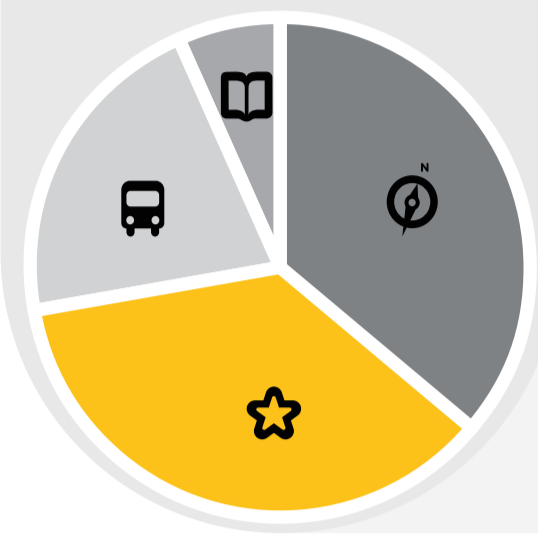


**CONTENT DISPLAY \***

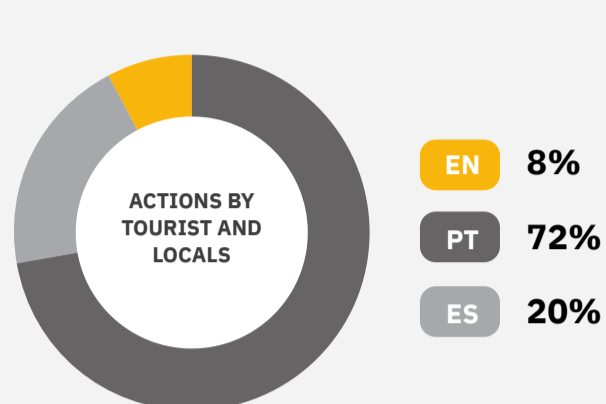
**51**

Million

**MODULES**



- 7% NEWS
- 35% EVENTS
- 36% SEARCH
- 22% TRANSPORTS



In the year of 2021, the Search Module was in greater demand. TOMI users searched mainly for Utilities & Services, Convenience Services, and Where to Eat.

**TOP CONTENT CATEGORIES**

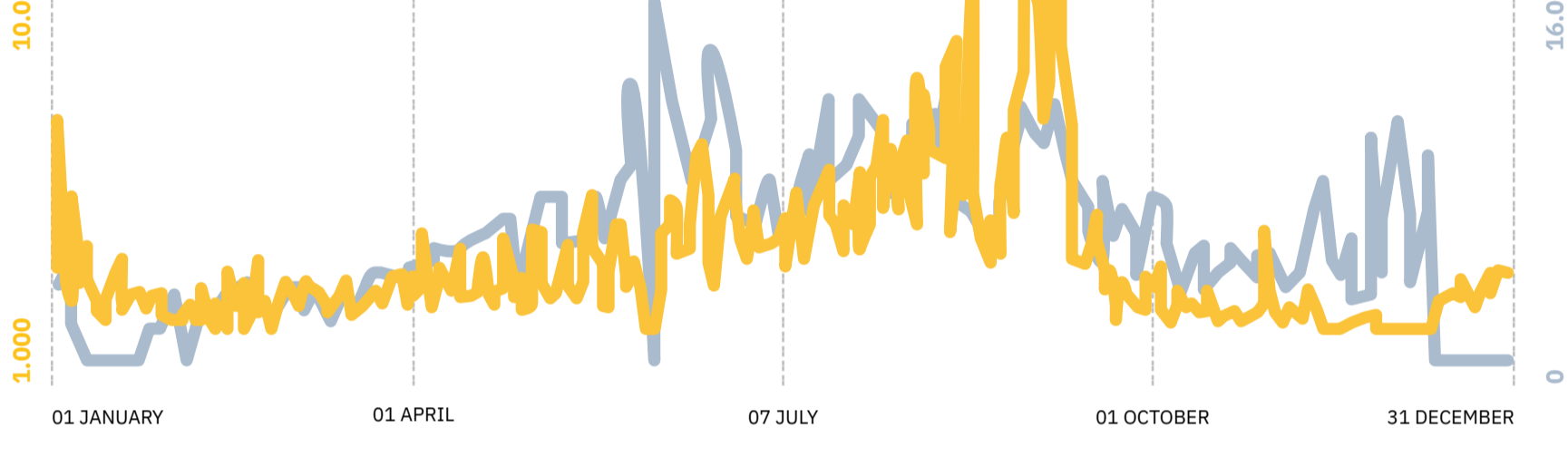
**USER ACTIONS**  
Principais categorias por Módulo

NEWS	EVENTS	SEARCH	TRANSPORTS
Society	Exhibitions	Utilities & Services	Ilha de Tavira
City	Art & Culture	Convenience Services	Rua Almirante Cândido dos Reis
Culture	Music	Where to Eat	Praça da República

**DURING 2021**

**USER ACTIONS**  
Monthly User Actions Evolution

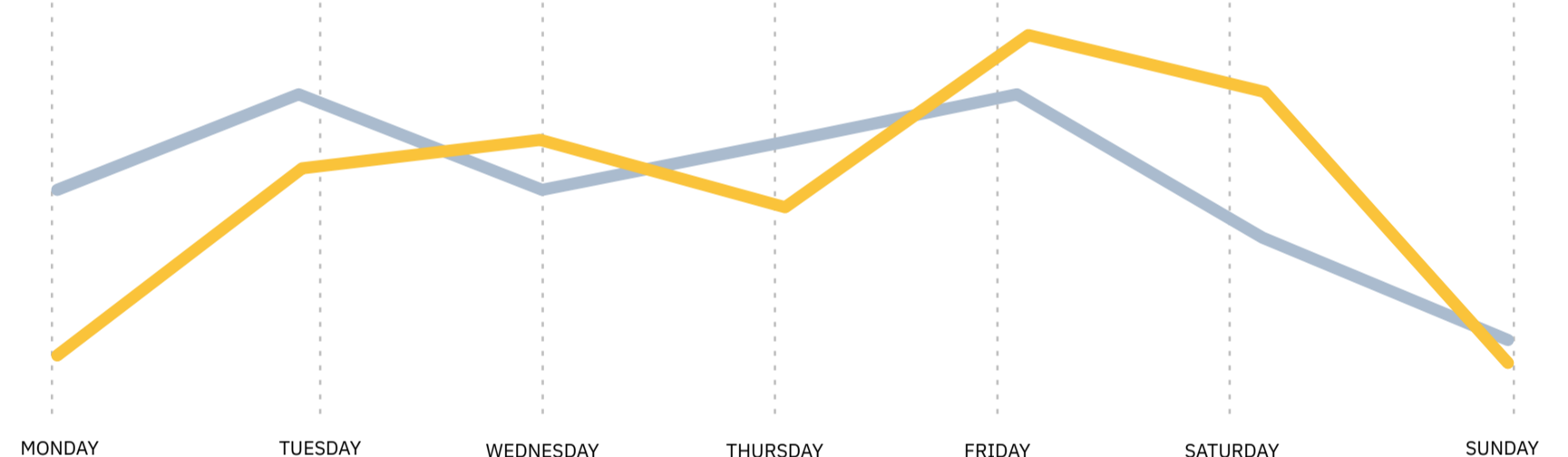
**PEDESTRIANS**  
Monthly Pedestrians Evolution



**WEEKLY TREND**

**USER ACTIONS**  
Average User Actions Count by Week Day

**PEDESTRIANS**  
Average Pedestrians Count by Week Day

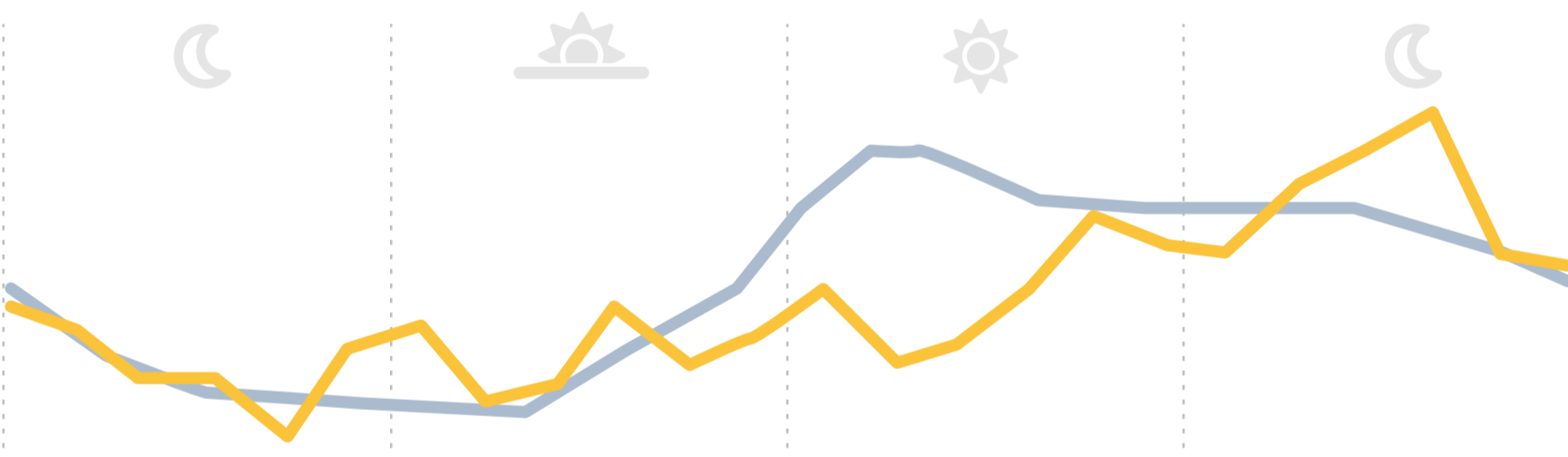


In 2021, Tuesdays and Fridays were the two days with peaks of pedestrians. On Sunday it was recorded the lowest flow of pedestrians of the week. Regarding the user actions, the highest number was registered on Fridays. During Mondays and Sundays, it was observed the lowest number of user actions of the week.

**DAILY TREND**

**USER ACTIONS**  
Monthly User Actions Evolution

**PEDESTRIANS**  
Monthly Pedestrians Evolution



In the year of 2021, it was registered a peak of pedestrians between 1 pm and 2 pm. Concerning user actions, there were several peaks throughout the day. The highest peak of user actions, of the day, happened at 9 pm.

**THE PODIUM**

**USERS ACTIONS**  
TOMI With Most User Actions

**PHOTOS & GIFs SENT**  
TOMI With Most Selfie and GIFs Sent

**ACTION CHAMPION**

Faro Câmara Municipal

**127.668**  
User Actions

**SELFIE WINNER**

Vila Real de Santo António

**3.972**  
Photos & GIFs Sent

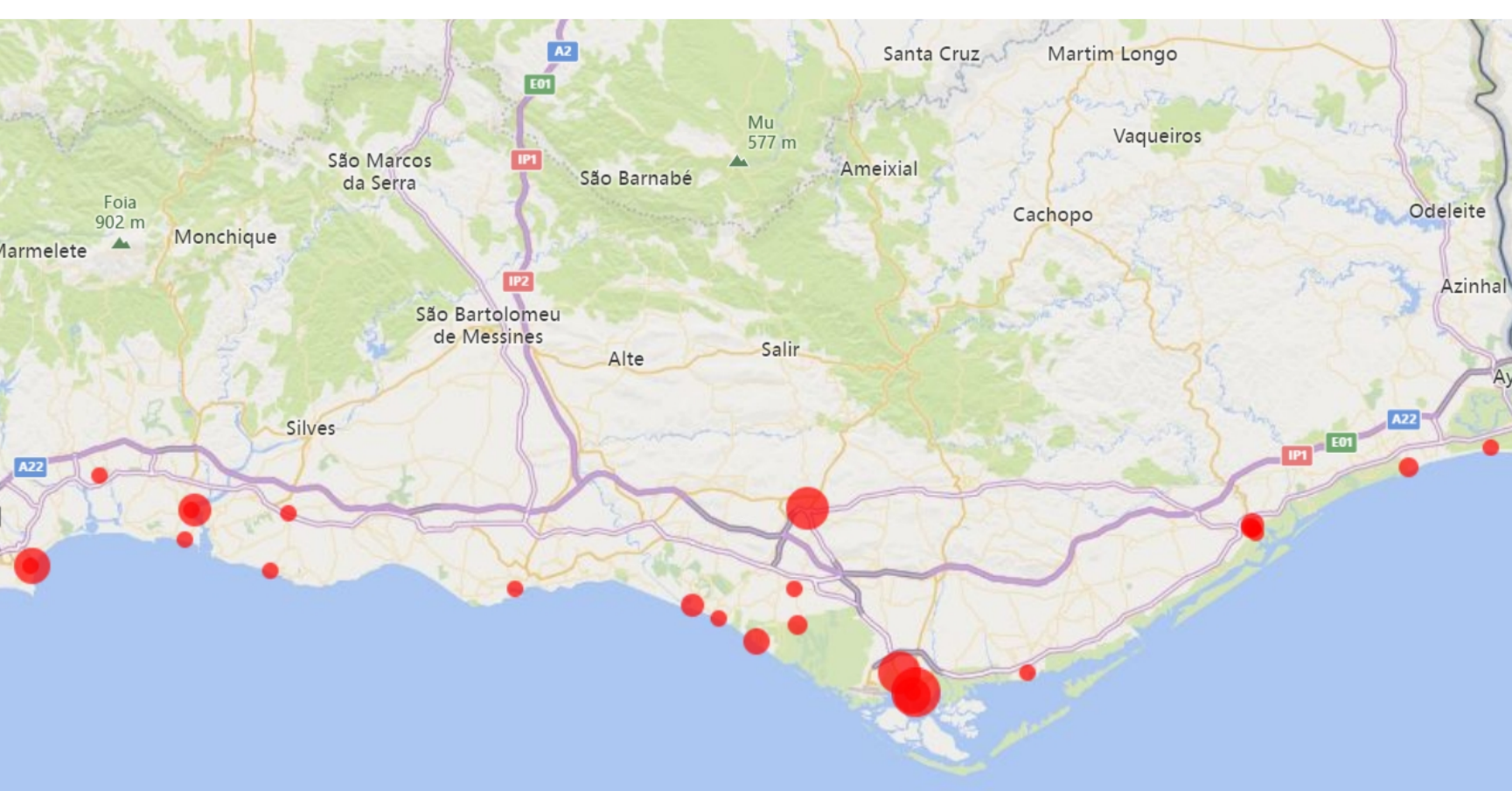
**2021 Overall Analysis:**

In the year of 2021, the Covid-19 pandemic continued, leading to a European lockdown earlier in the year. During the spring and summer, the number of Covid-19 cases decreased adding more users on the streets of the city. By the end of the year there was a new increase of Covid-19 cases in Portugal.

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



**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 AWARDS</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 DESIGN AWARDS</p> <p>ENAT</p> <p>Design for society &amp; disability inclusion</p>	<p><b>D00H media</b></p> <p>FEPE</p> <p>Best innovation</p>	<p><b>Tourism</b></p> <p>2021 BEST SERVICE</p> <p>Best service</p>
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