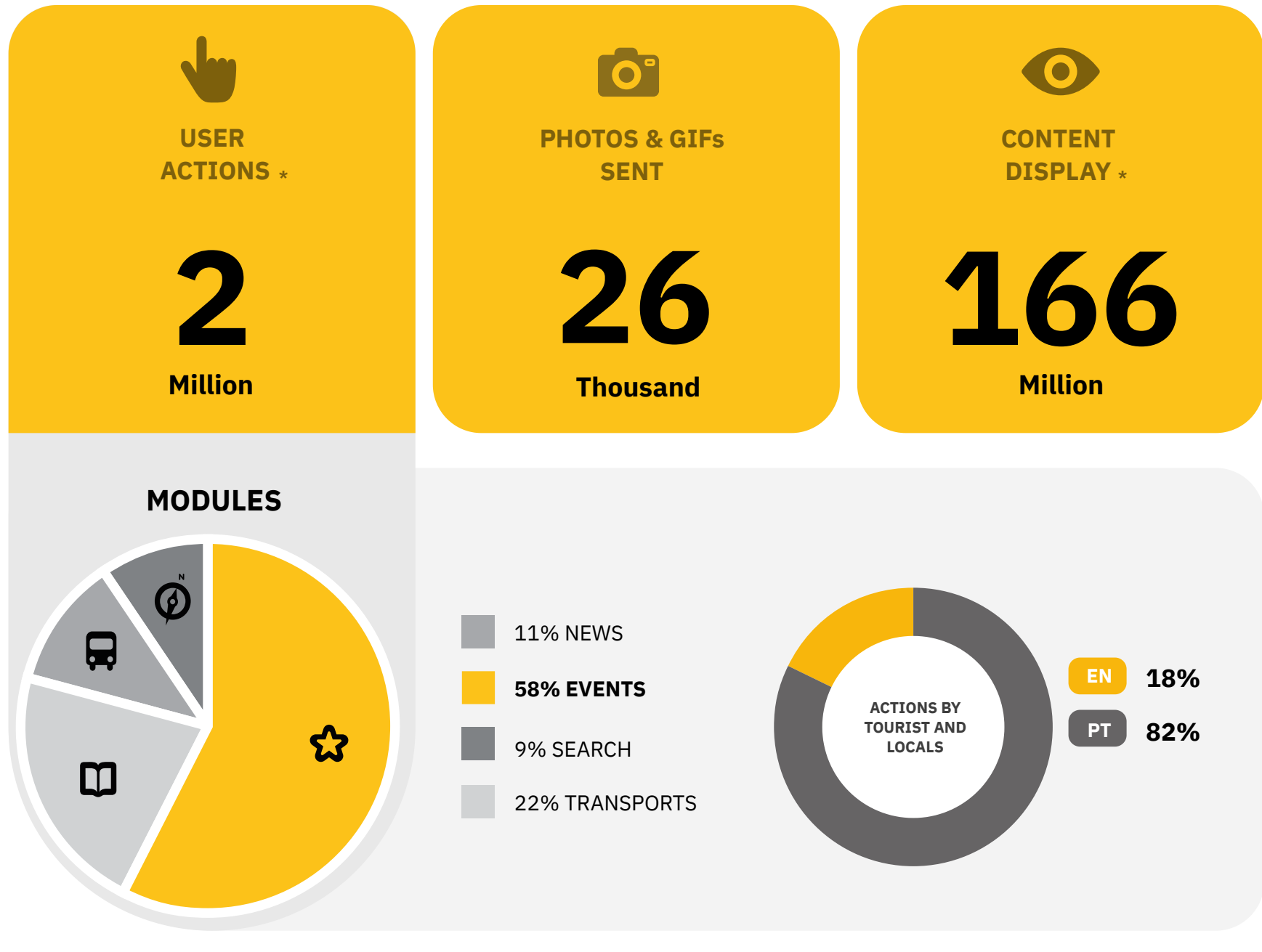


# TOMI continued to protect cities with innovative technologies

During the year of 2021, TOMI continued to develop 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.



In 2021, the module with the higher usage was the Events Module. TOMI users searched mainly for events related to the Exhibitions, Music and Theater.

## TOP CONTENT CATEGORIES

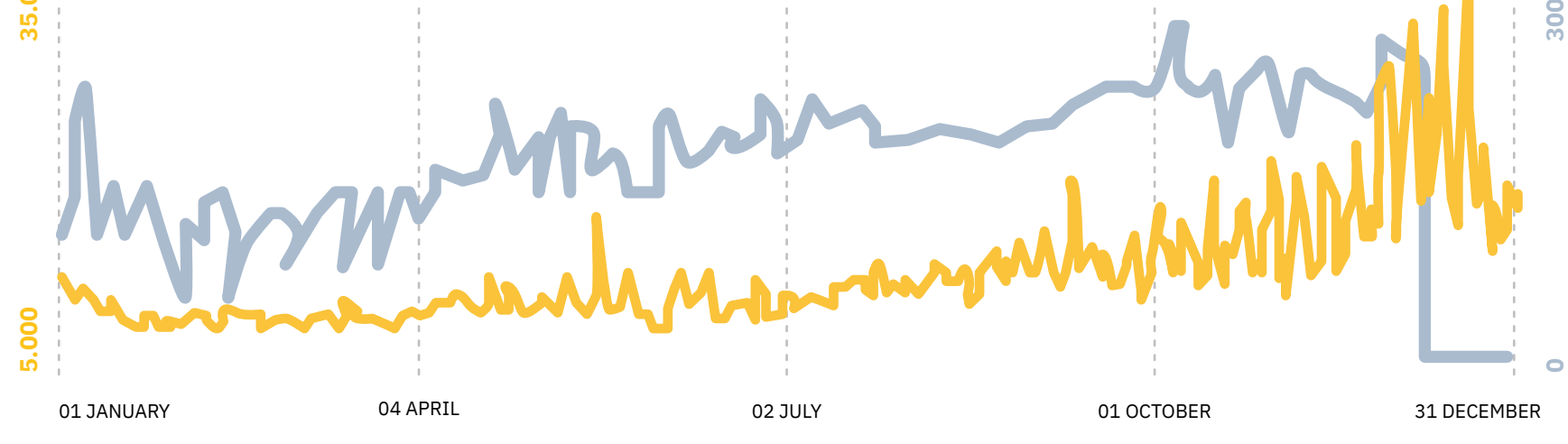
## USER ACTIONS

NEWS	EVENTS	SEARCH	TRANSPORTS
City	Exhibitions	Public Services	Baixa-Chiado
Culture	Music	Art & Culture	Aeroporto
Society	Theater	What to Do	Sete Rios

## DURING 2021

## USER ACTIONS

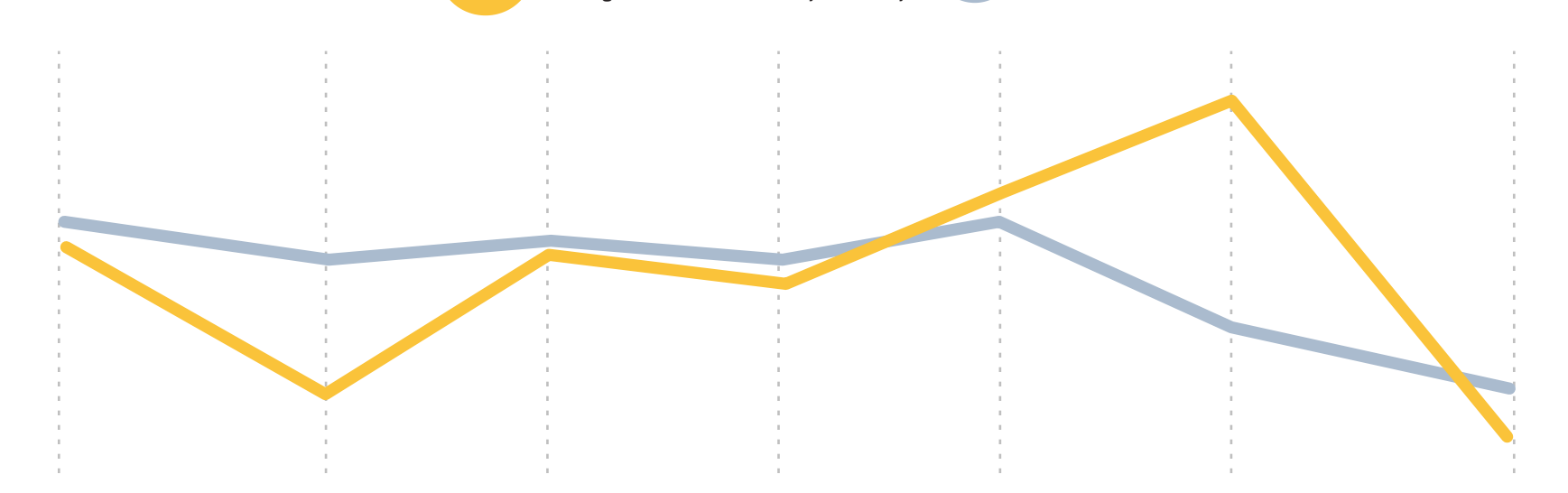
## PEDESTRIANS\*



## WEEKLY TREND

## USER ACTIONS

## PEDESTRIANS

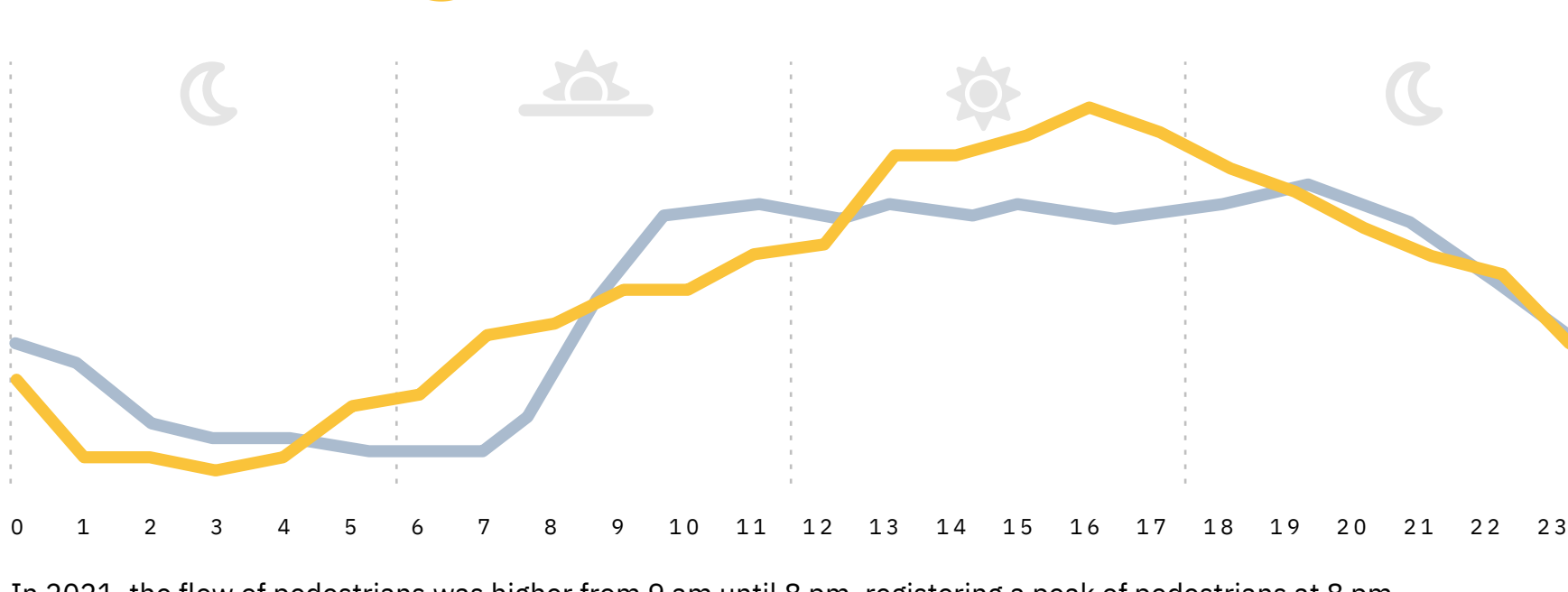


In the year of 2021, there was a similar flow of pedestrians during the working days of the week. The Saturdays and Sundays were the days with the lowest flow of pedestrians. Regarding the user actions, there was a peak registered on Saturdays. The Tuesday was the day of the week with the lowest user actions.

## DAILY TREND

## USER ACTIONS

## PEDESTRIANS



In 2021, the flow of pedestrians was higher from 9 am until 8 pm, registering a peak of pedestrians at 8 pm. Regarding the user actions, several peaks were observed throughout the day, recording two higher peaks: one at 1 pm and the other one at 4 pm.

## THE PODIUM

## USER ACTIONS

## PHOTOS & GIFS SENT

**ACTION CHAMPION**

Colégio Militar Colombo

**119.022**

User Actions

**SELFIE WINNER**

Rossio Rua 1º de Dezembro

**4.046**

Photos and GIFs sent

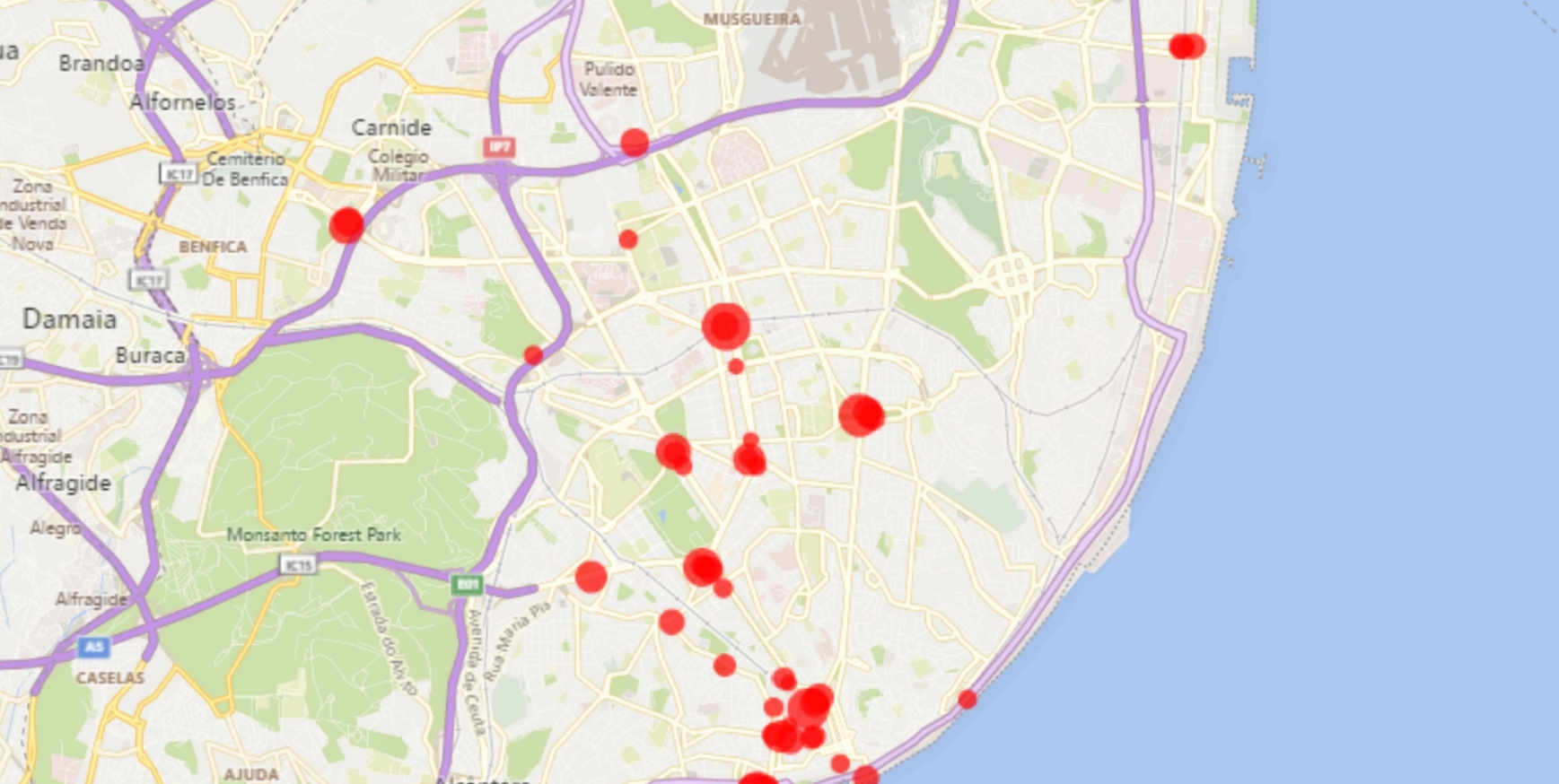
## 2021 Overall Analysis:

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



# 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 2021 in Lisbon.

Communication in the right place at the right time!



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