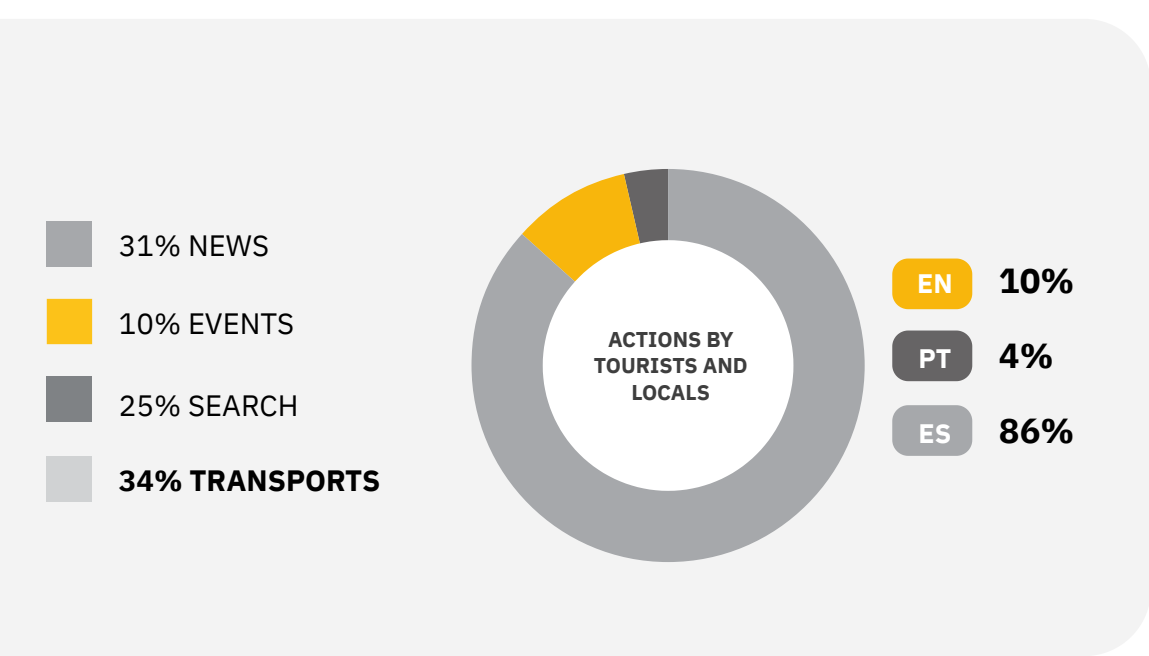
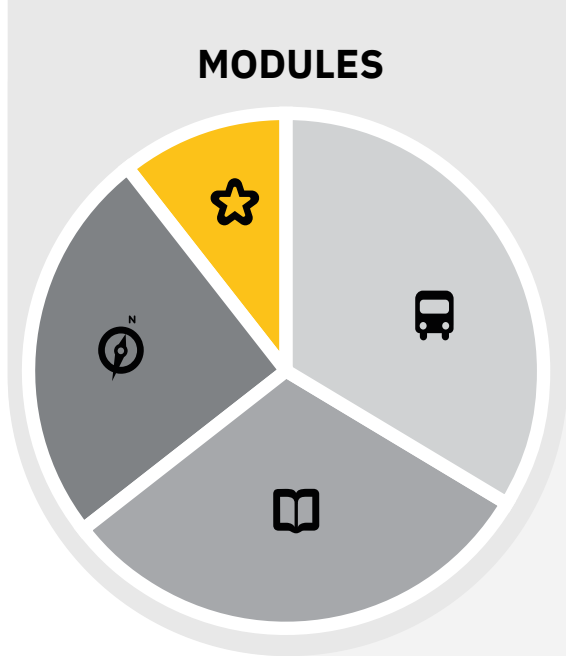
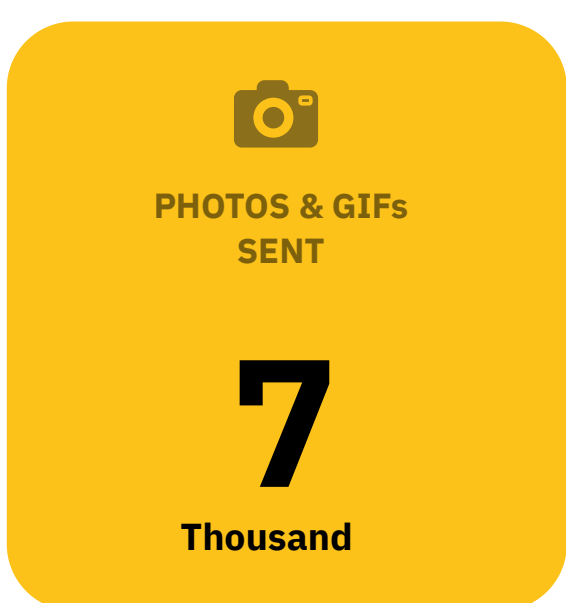
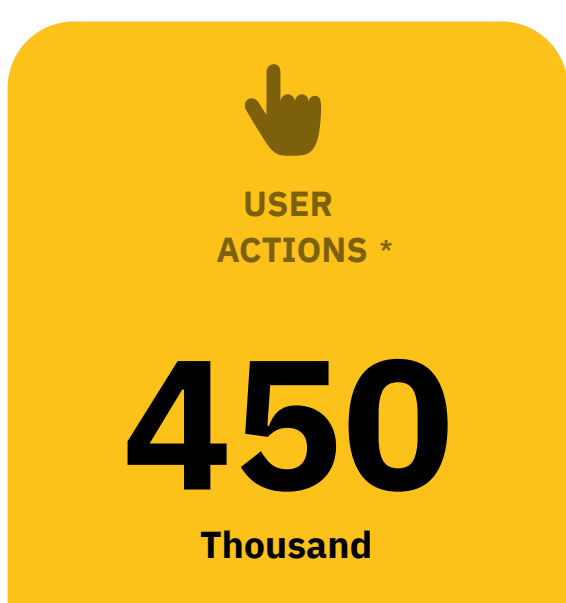




TOMI continued to protect cities with innovative technologies

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.



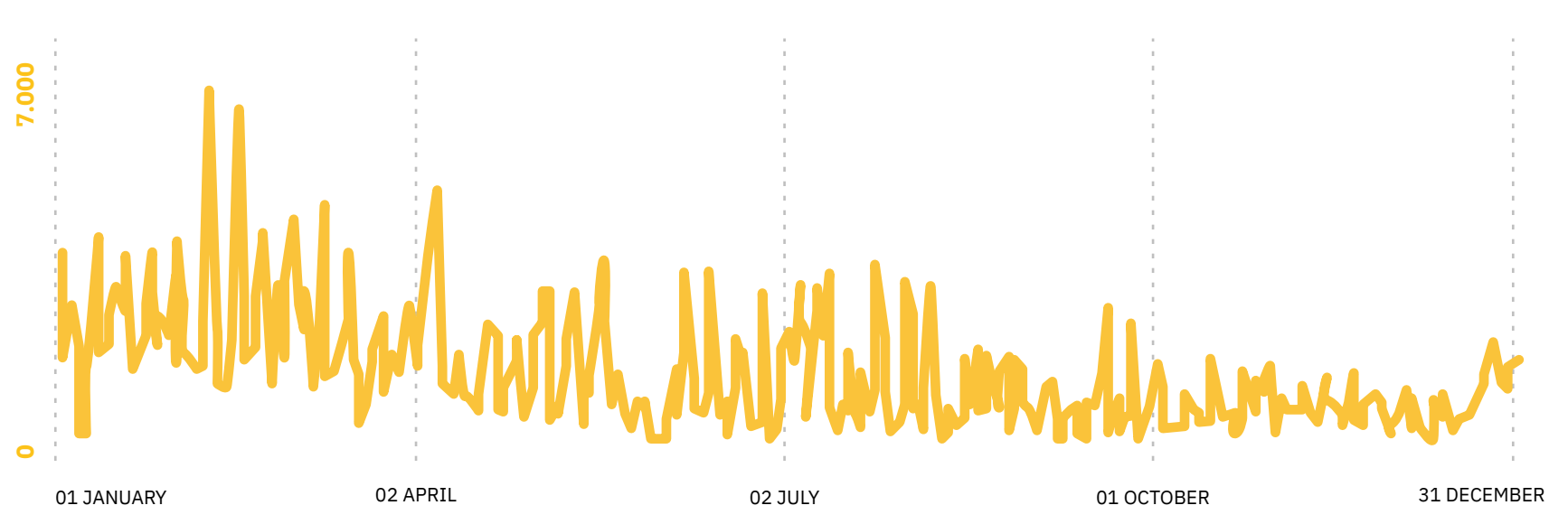
TOP CONTENT CATEGORIES

USER ACTIONS *
Top Content Categories by Module

NEWS	EVENTS	SEARCH	TRANSPORTS
City	Sports	What to Do	Playa de Los Pocitos
Sustainability	Art & Culture	Art & Culture	Museo Dámaso Ant3nio Larrañaga
Society	Music	Government & Administration	Policl3nico Buceo

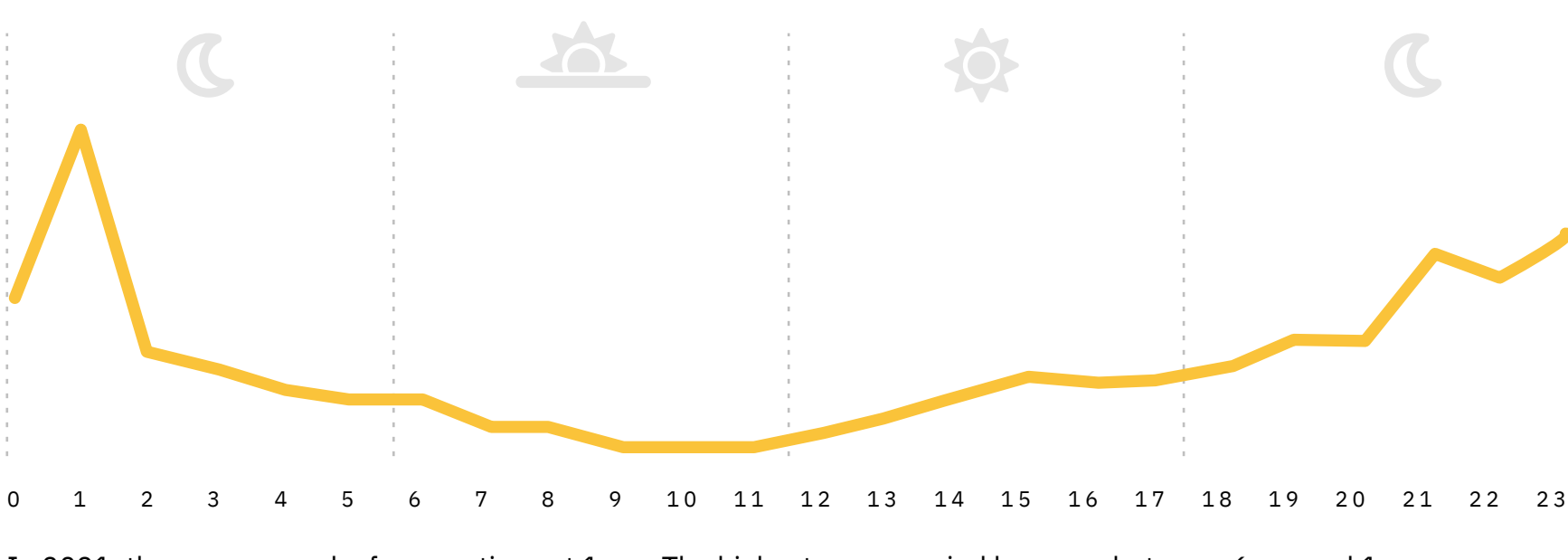
DURING 2021

USER ACTIONS
Monthly User Actions Evolution



DAILY TREND

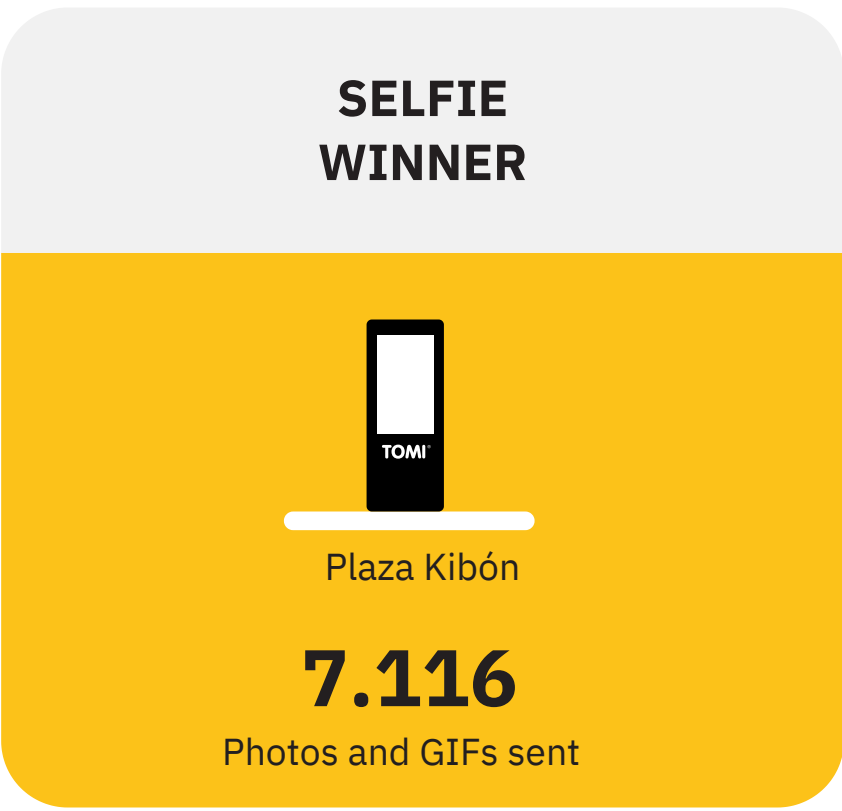
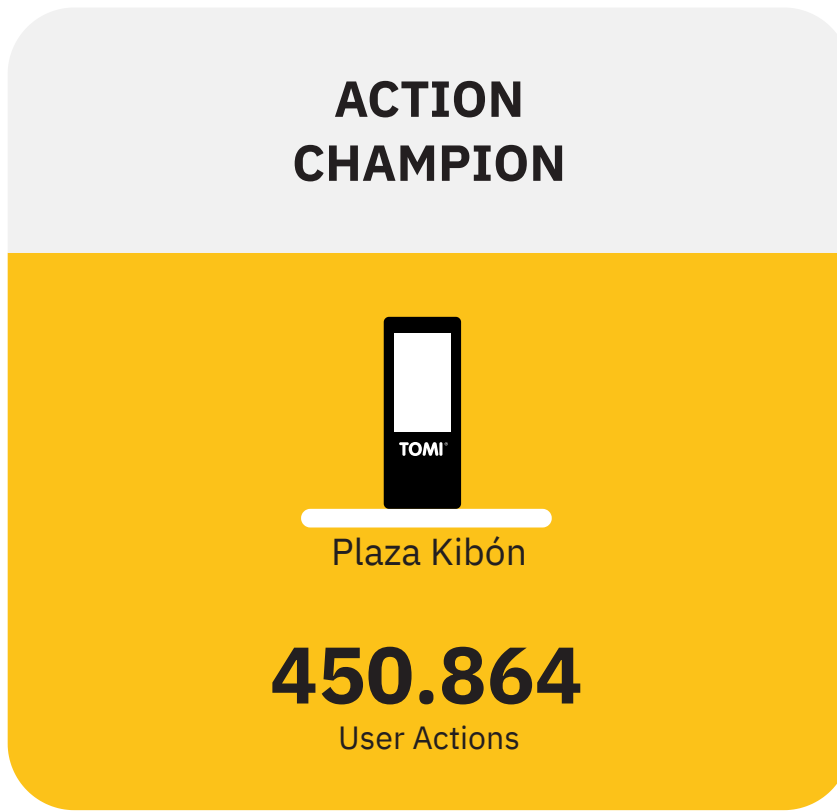
USER ACTIONS
Monthly User Actions Evolution



THE PODIUM

USER ACTIONS
TOMI With Most User Actions

PHOTOS & GIFs SENT
TOMI With Most Selfie and GIFs Sent



2021 Overall Analysis:

In the year of 2021, TOMI of Montevideo kept showing great numbers and metrics.

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.

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