TOMI®

ANNUAL
NEWS & DATA
COVID-19 PREVENTION

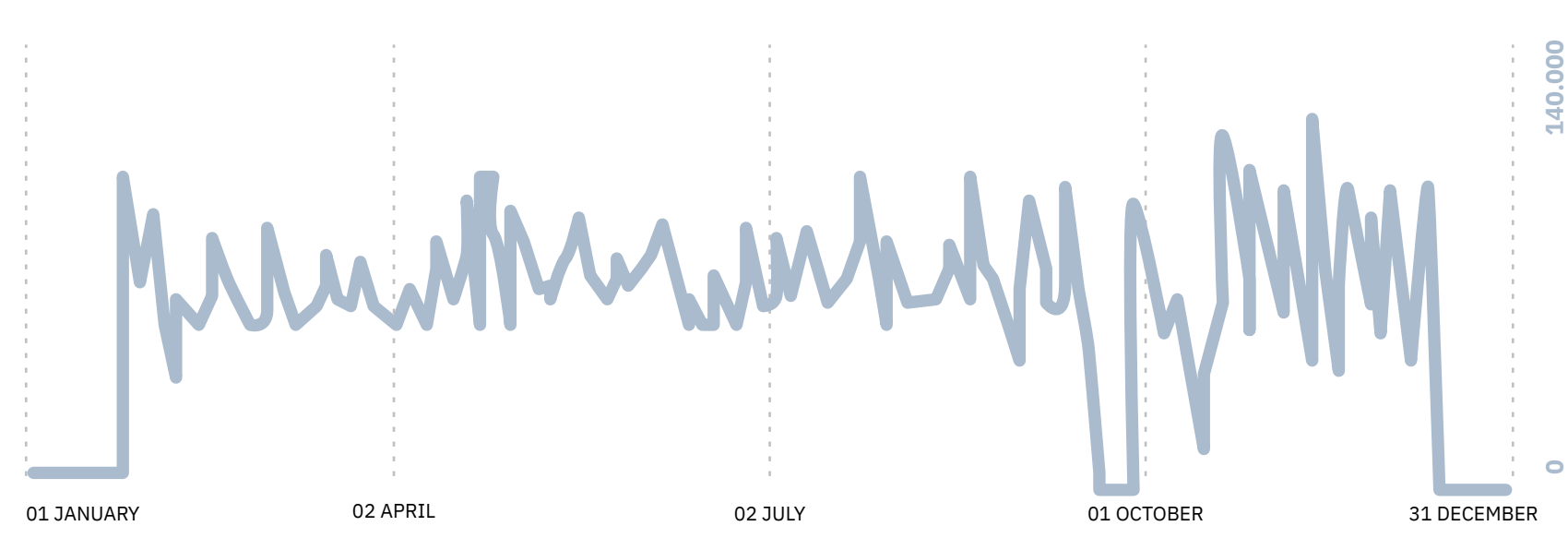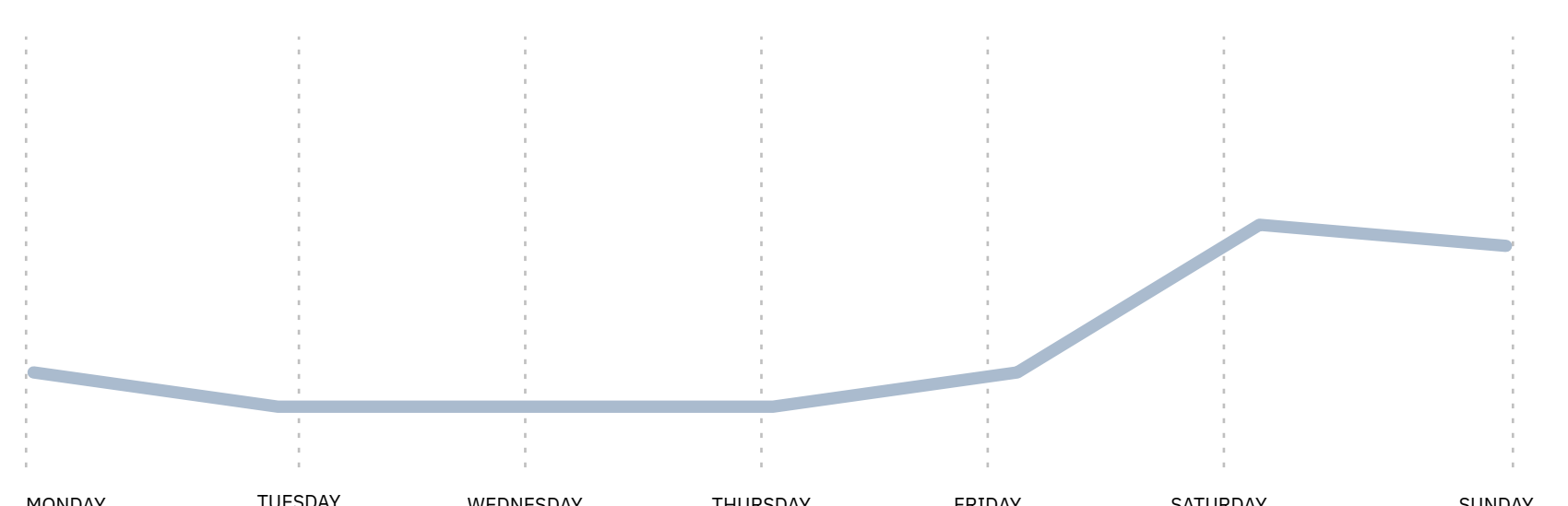📅 01.01.2021
31.12.2021

📍 RIO DE JANEIRO

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.

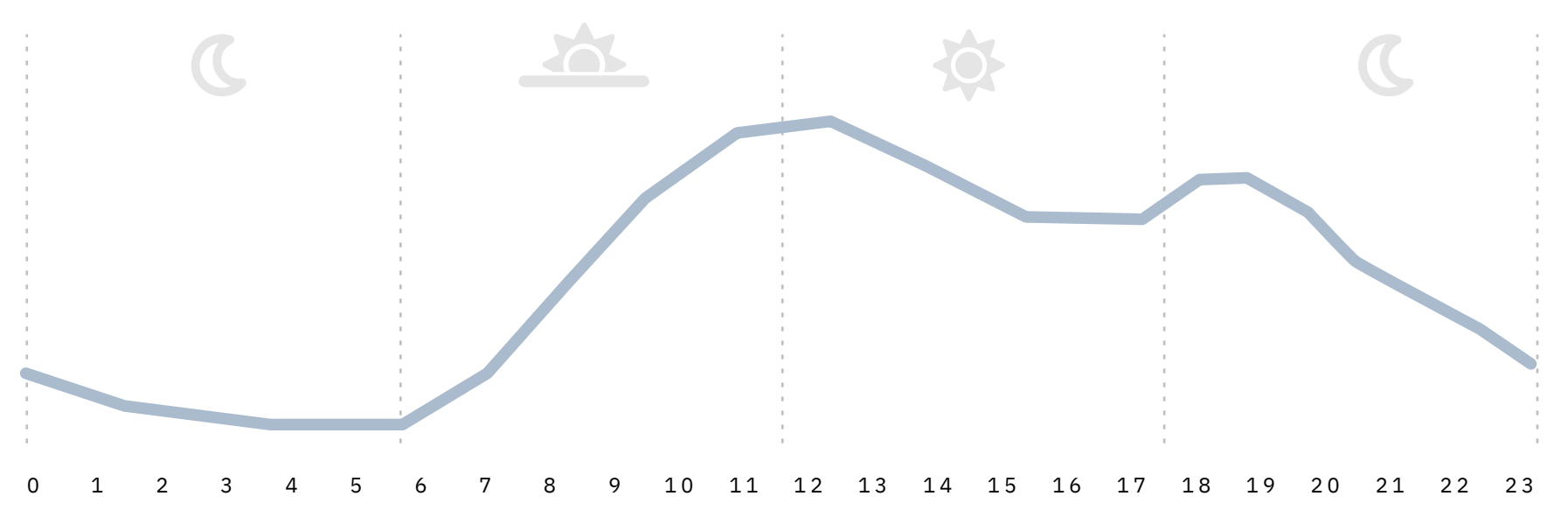## DURING 2021 🚶 PEDESTRIANS*
Monthly Pedestrian Evolution

140.000

0

01 JANUARY   02 APRIL   02 JULY   01 OCTOBER   31 DECEMBER

WEEKLY TREND 🚶 PEDESTRIANS
Average Pedestrian Count by Week Day

MONDAY   TUESDAY   WEDNESDAY   THURSDAY   FRIDAY   SATURDAY   SUNDAY

In the year of 2021, Saturdays and Sundays had the highest flow of pedestrians. The remaining working days of the week, the flow of pedestrians was lower and very similar among them.

DAILY TREND 🚶 PEDESTRIANS
Monthly Pedestrian Evolution

0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23
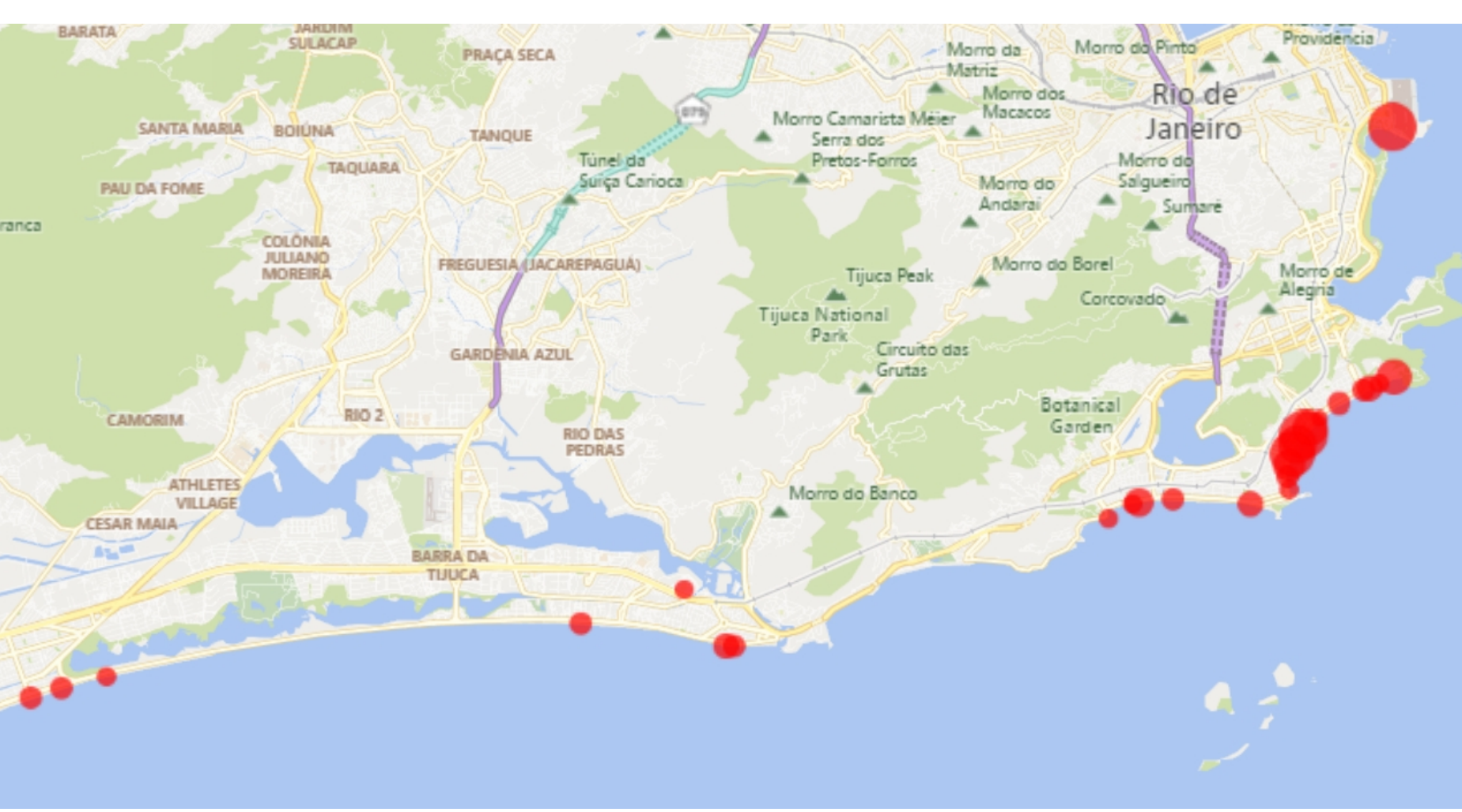
In 2021, it was observed two peaks of pedestrians during the day. The first peak happened between 11 am and 1 pm, and the second one between 6 pm and 7 pm.

2021 Overall Analysis:

In the year of 2021, the number of Covid-19 cases detected in Brazil continued to be at a high level. TOMIs of Rio de Janeiro continued with the anti-covid functionalities.

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.
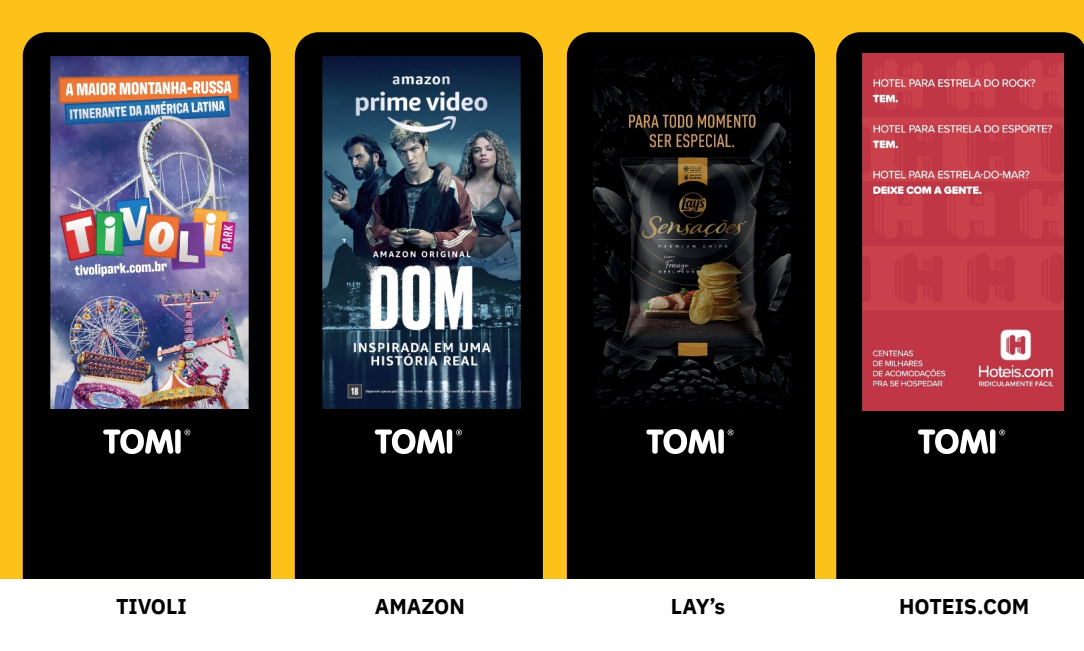
HEATMAP 🚶 PEDESTRIANS
Average Pedestrians Counted by TOMI

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 2021 in Rio de Janeiro.

Communication in the right place at the right time!

TIVOLI   AMAZON   LAY's   HOTEIS.COM

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MAIN AWARDS AND HONORS

Smart Cities USA, UK and Latam awards
Citizen's engagement, E-Gov & urban innovation

Award UI & UX
Best interface

Accessibility & inclusion
Design for society & disability inclusion

DOOH media
Best innovation

Tourism
Best service