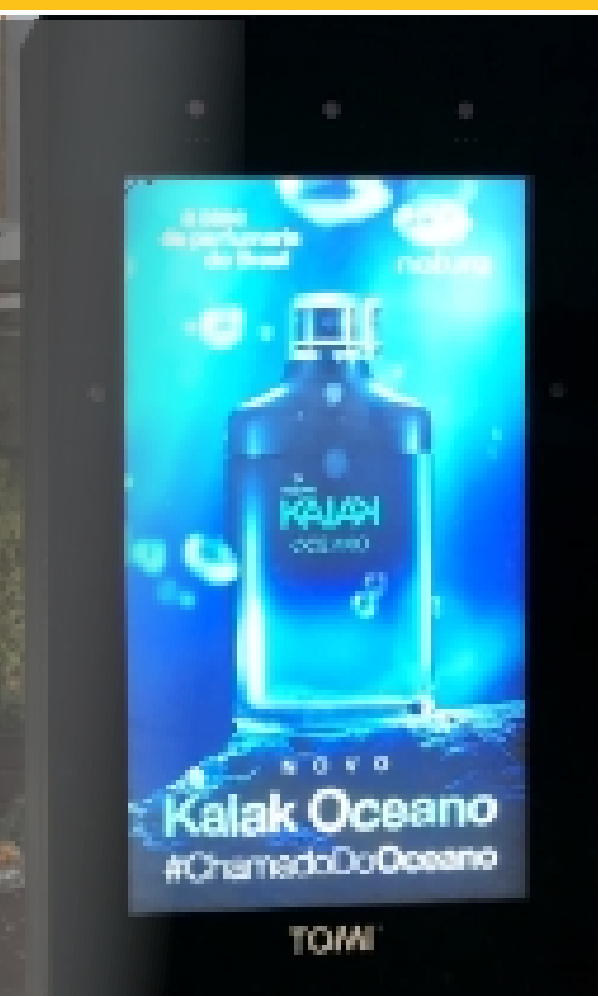


December was the best month of the year

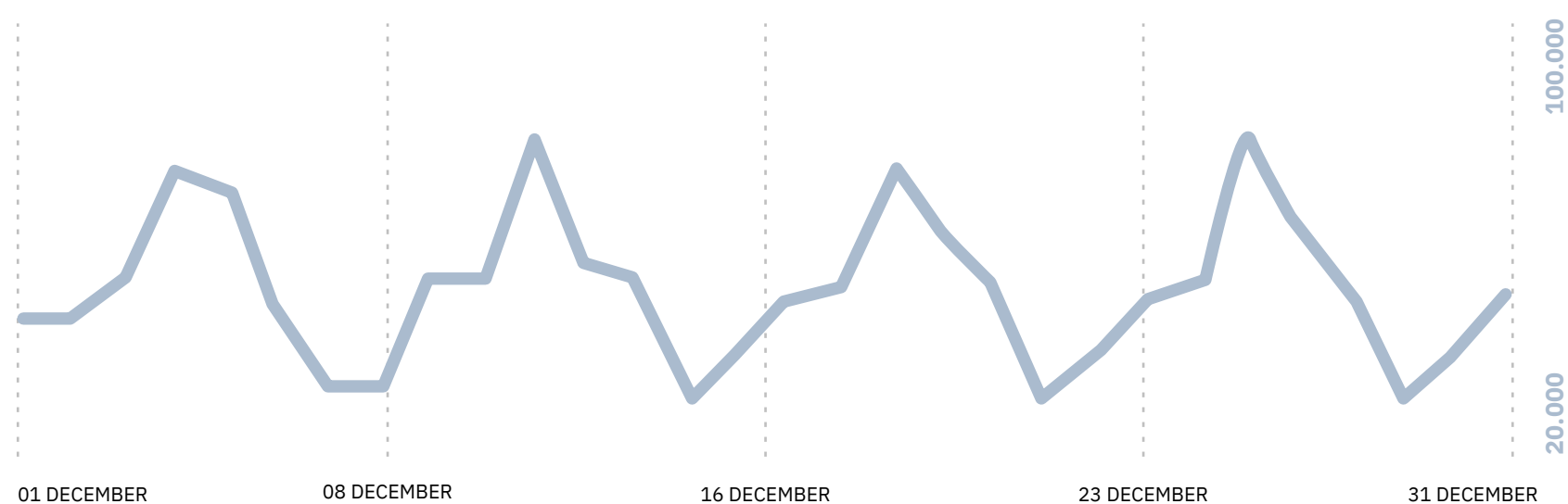
TOMI, through TOMI Smart Media, allows all brands to have access to innovative communication, in the right place, at the right time, reaching its target audience in a creative and interactive way.



DURING THE MONTH



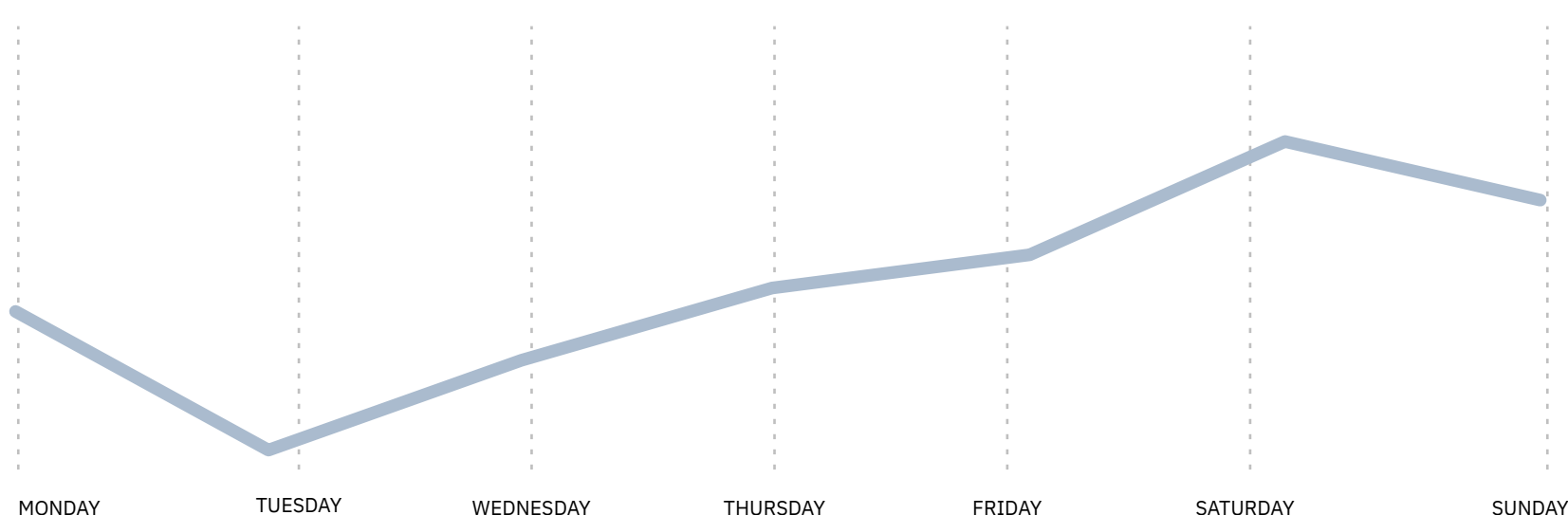
PEDESTRIANS*
Monthly Pedestrian Evolution



WEEKLY TREND



PEDESTRIANS
Average Pedestrian Count by Week Day

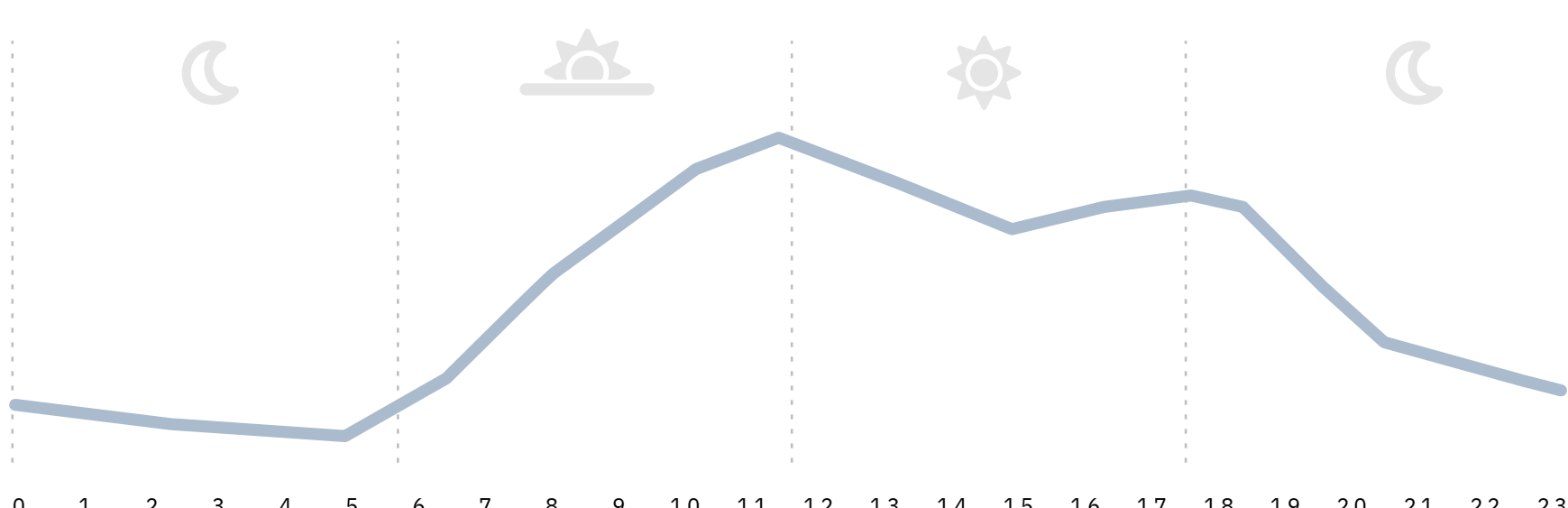


In December, it was recorded a peak of pedestrians on Saturdays, while on Tuesdays the flow of pedestrians was the lowest of the week.

DAILY TREND



PEDESTRIANS
Monthly Pedestrian Evolution



In December, there were two peaks of pedestrians. The first one happened at 11 am, and the second at 6 pm.

December Overall Analysis:

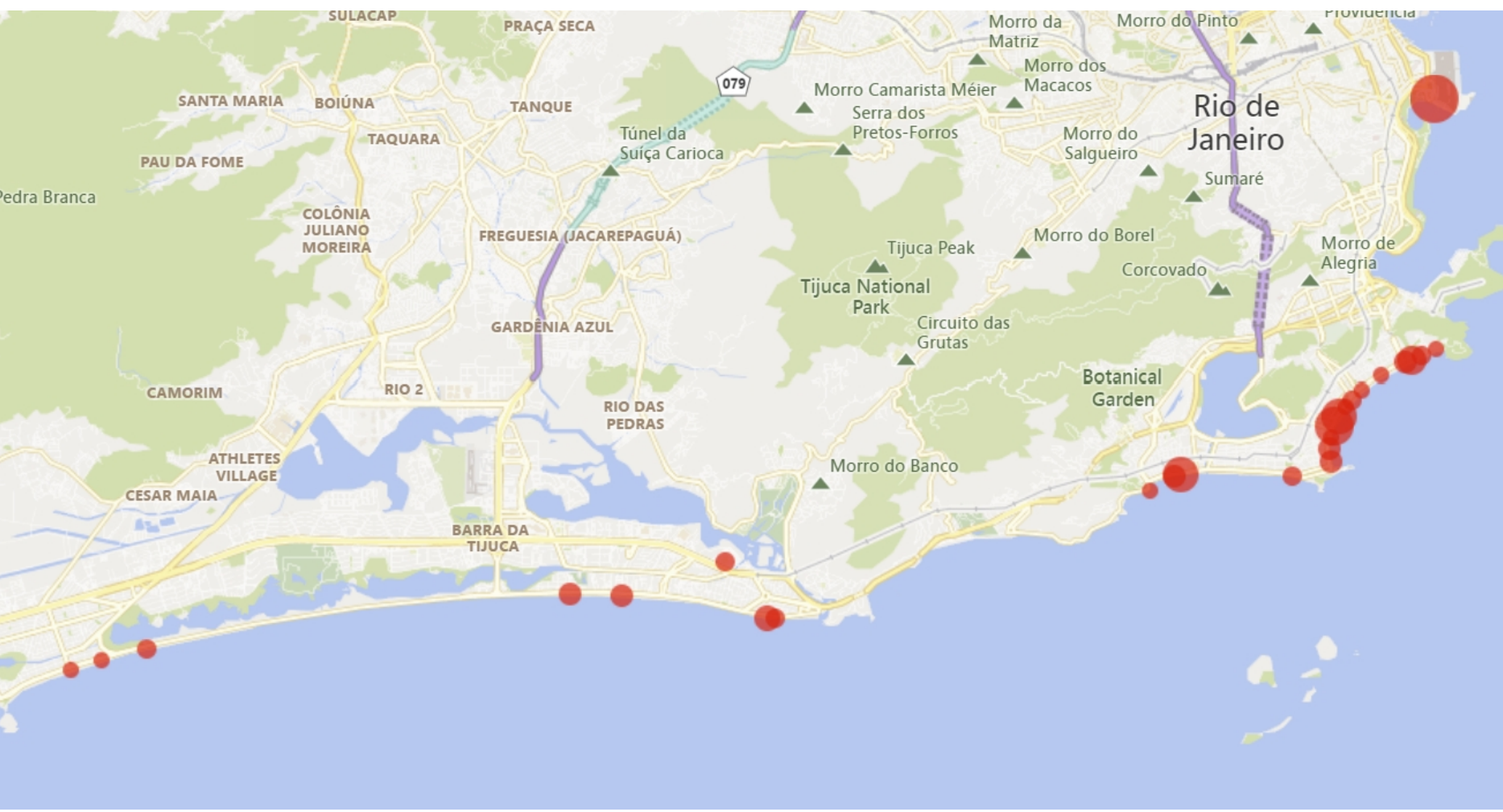
In December, the number of Covid-19 cases detected in Brazil continues to be at a high level. TOMIs of Rio de Janeiro continued with the anti-covid functionalities.

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 December in Rio de Janeiro.

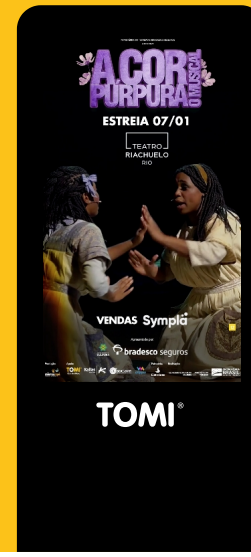
Communication in the right place at the right time!



iFood



Netflix



Cor Purpura



Brain+

SUBSCRIBE NEWSLETTER

Trademark. Patented internationally. Registered design.

<p>MAIN AWARDS AND HONORS</p> <p>Citizen's engagement, E-Gov & urban innovation</p>	<p>Award UI & UX</p> <p>Best interface</p>	<p>Accessibility & inclusion</p> <p>Design for society & disability inclusion</p>	<p>DOOH media</p> <p>Best innovation</p>	<p>Tourism</p> <p>Best service</p>
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