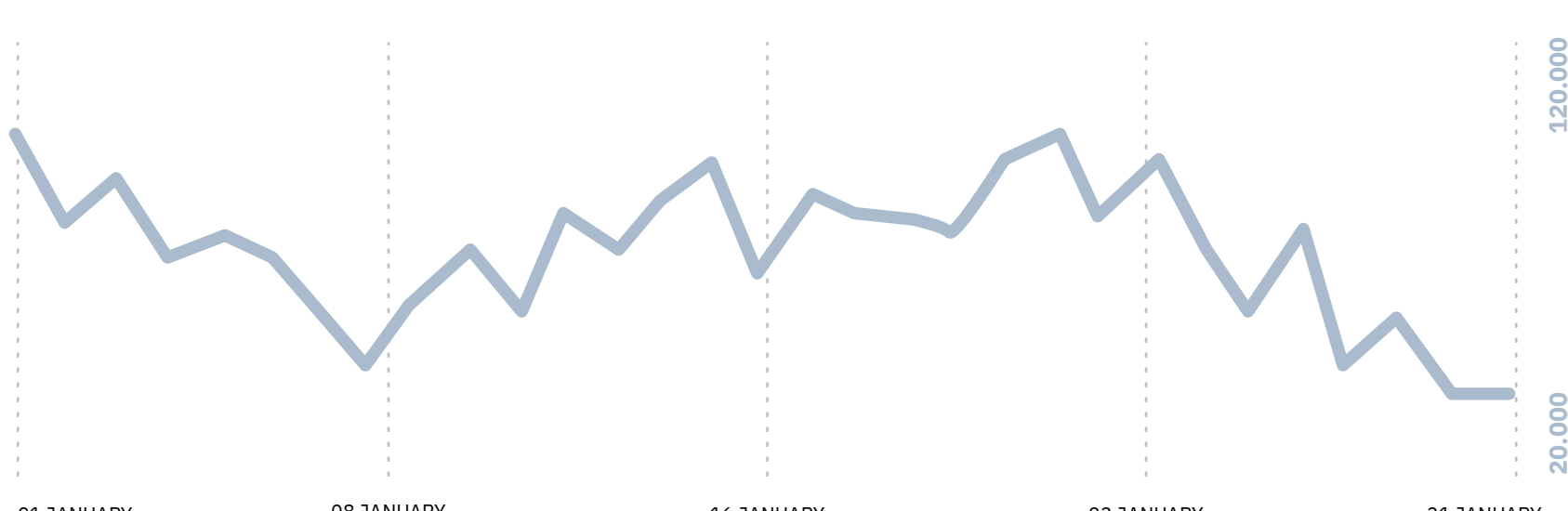


# TOMI continues to help in the prevention of Covid-19

TOMI continues to help prevent Covid-19, using its most diverse technologies such as detecting the use, or not, of the mask on the streets, and the detection and counting of pedestrians. TOMIs in Rio de Janeiro continue with the Covid-19 mode activated, not having any type of interaction.

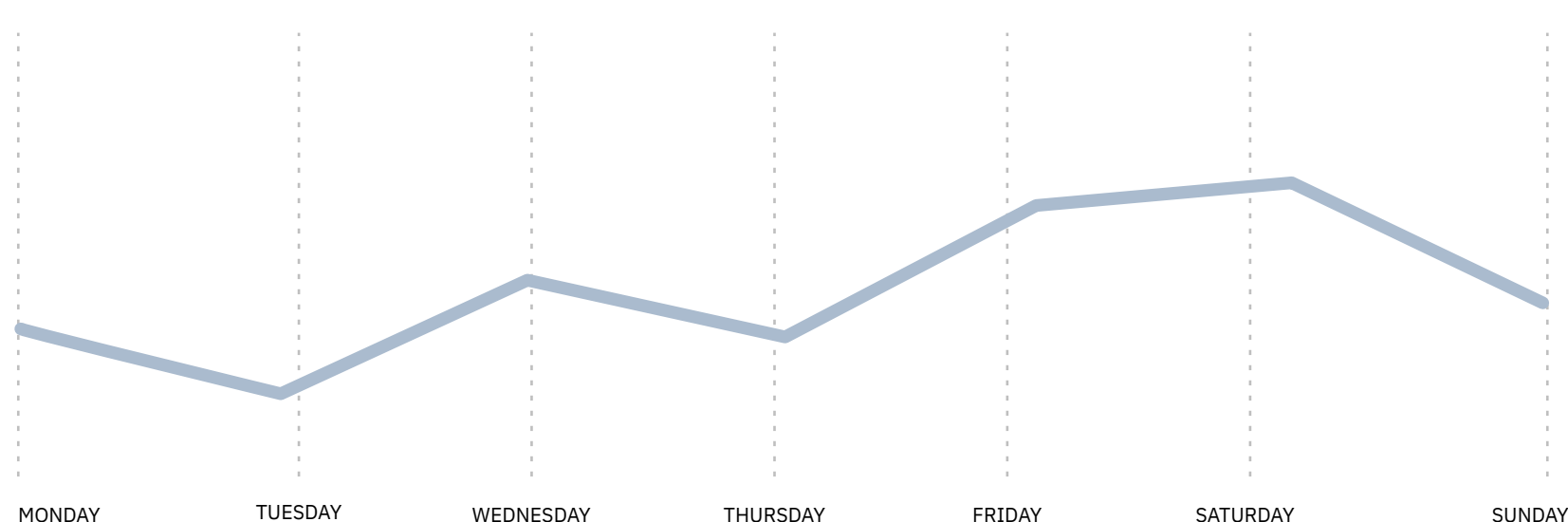
## DURING THE MONTH

**PEDESTRIANS\***  
Monthly Pedestrian Evolution



## WEEKLY TREND

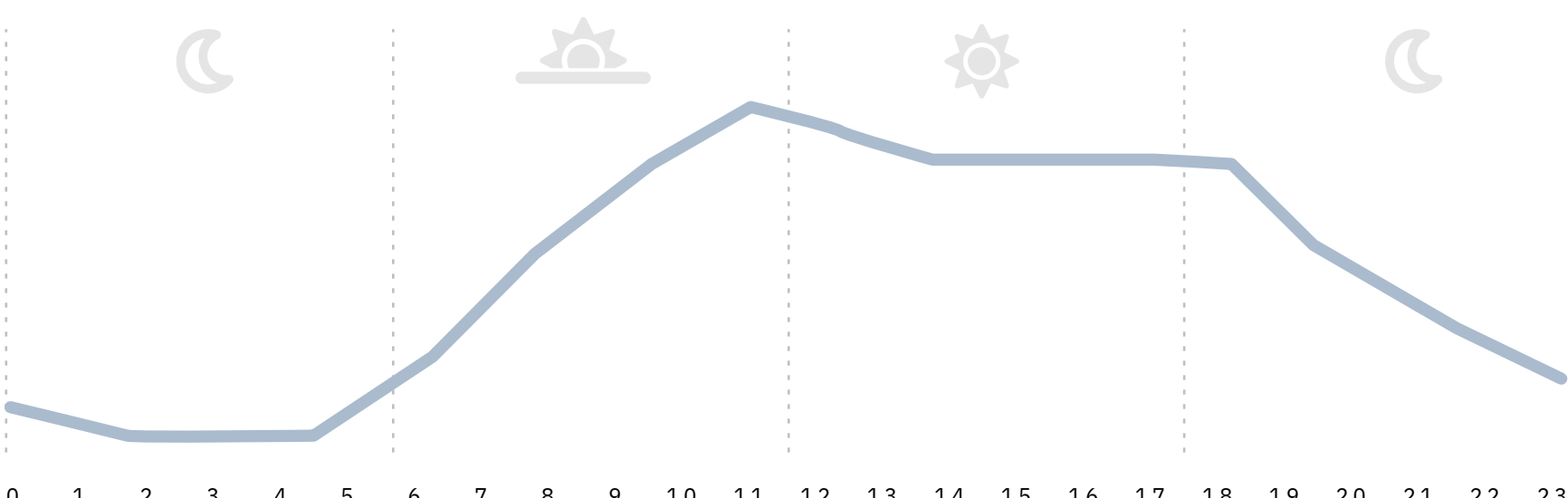
**PEDESTRIANS**  
Average Pedestrian Count by Week Day



In January, it was recorded a peak of pedestrians on Fridays and Saturdays. On the other hand, the flow of pedestrians was the lowest of the week, during Tuesdays.

## DAILY TREND

**PEDESTRIANS**  
Monthly Pedestrian Evolution



January had two peaks of pedestrians. The first one happened at 11 am, and the second at 6 pm.

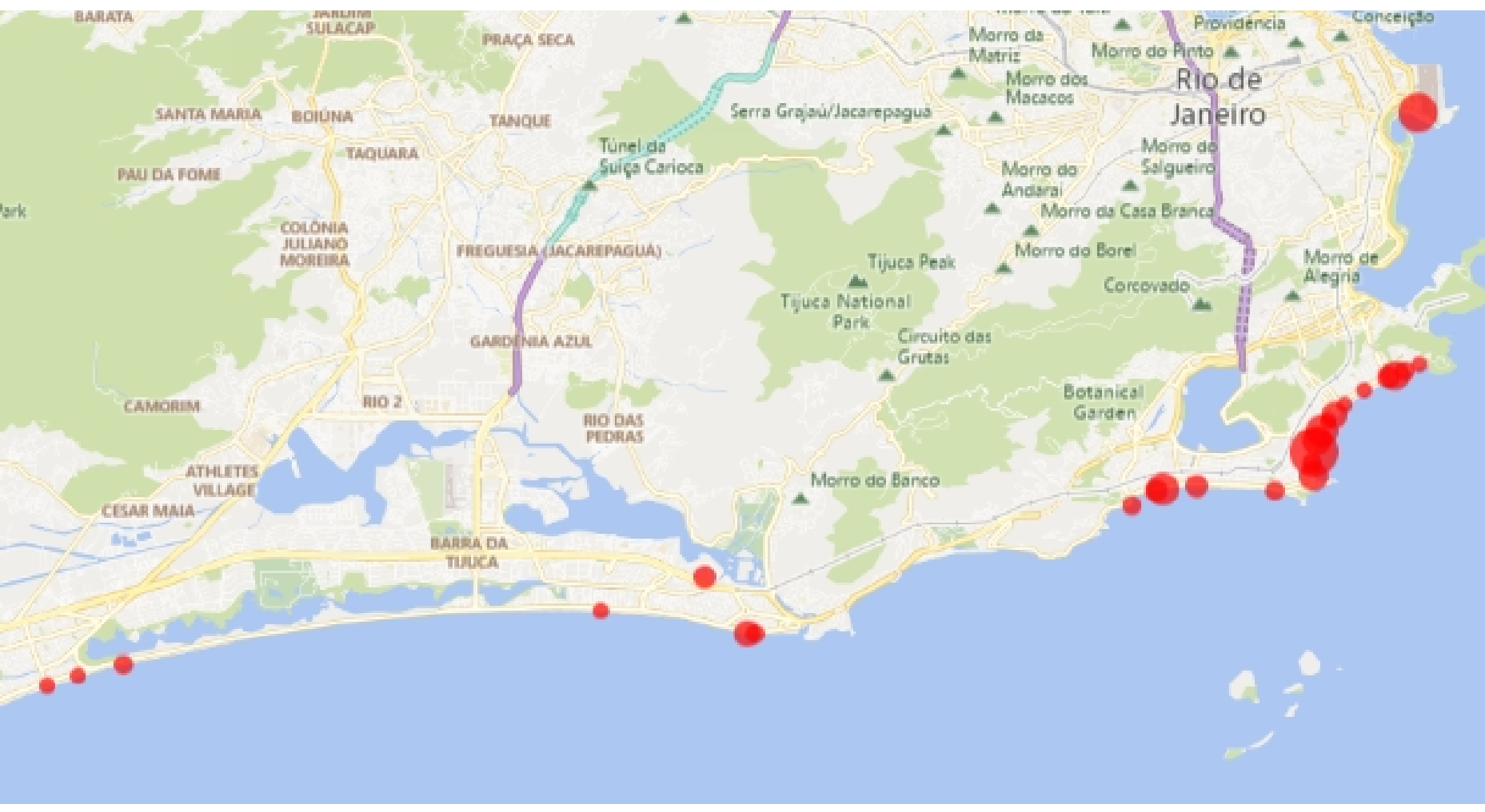
## January Overall Analysis:

In January, 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

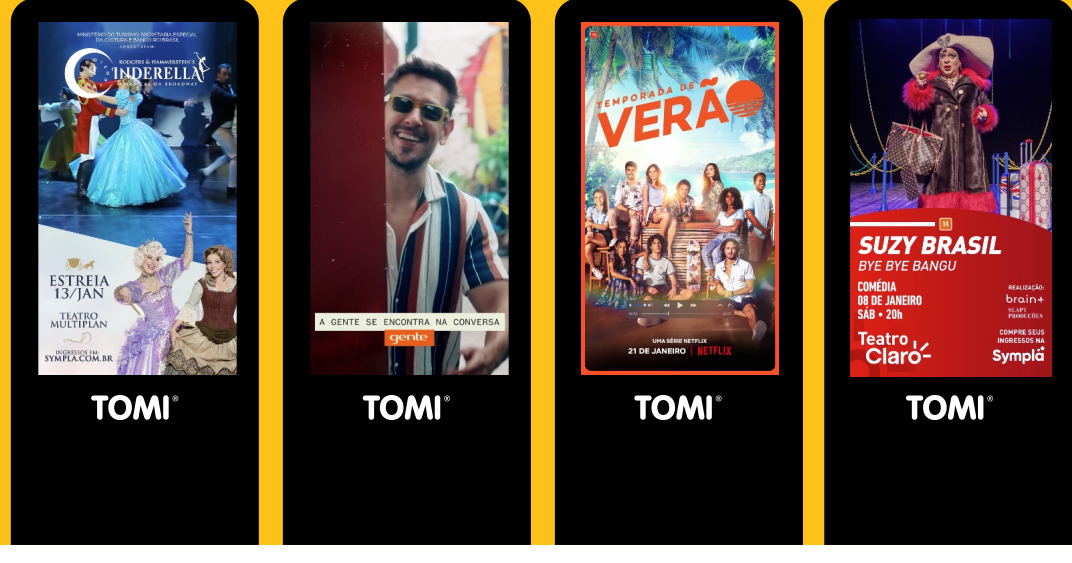
**PEDESTRIANS**  
Average Pedestrians Counted by TOMI



# 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 January in Rio de Janeiro.

Communication in the right place at the right time!



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