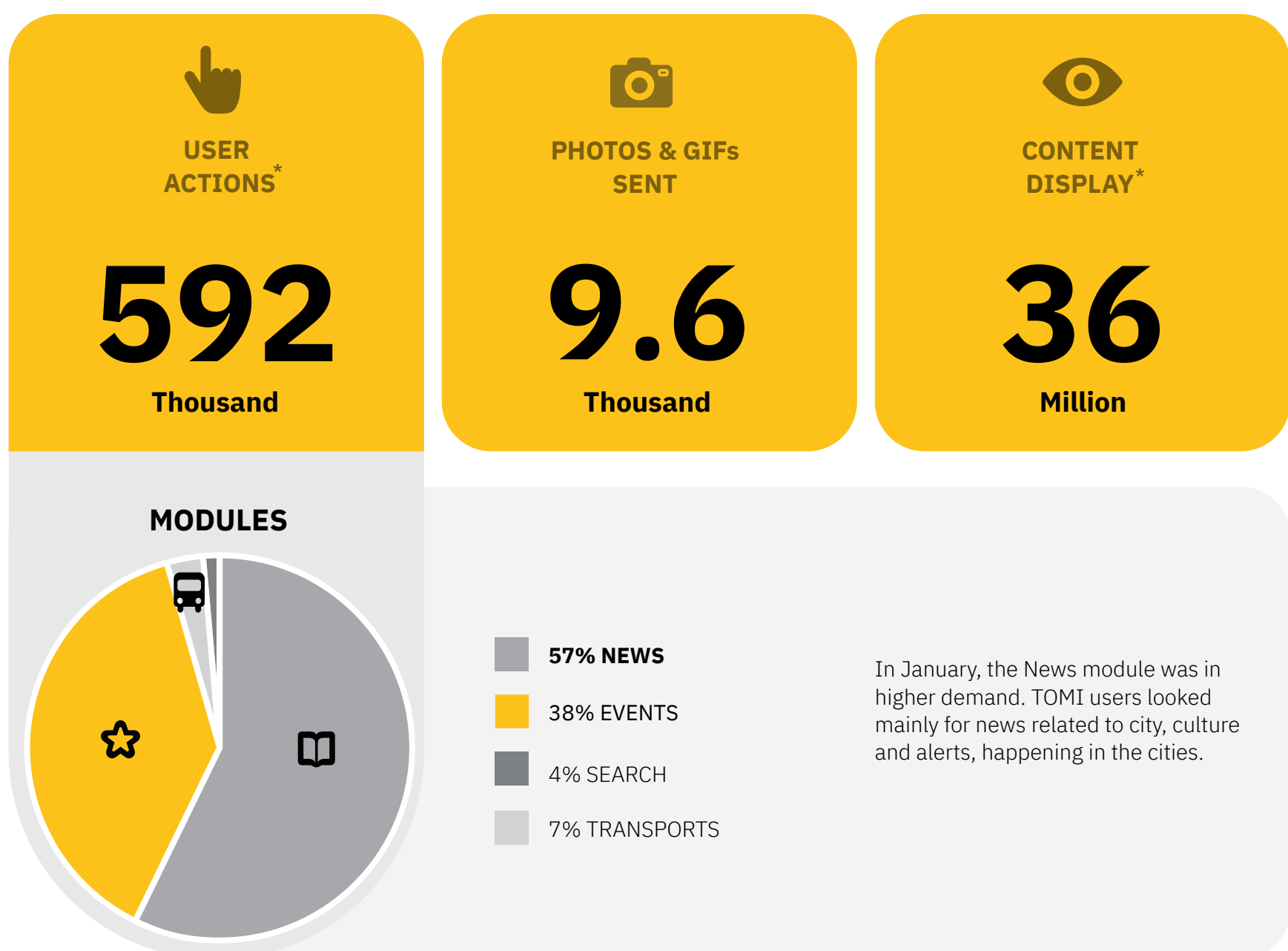




TOMI continues to help in the prevention of Covid-19

TOMI continues to help in the prevention of Covid-19, using its most diverse technologies like the detection of the usage, or not usage, of the mask on the streets, and the detection and counting of the pedestrians. With all these technologies, TOMI helps to make cities safer.



TOP CONTENT CATEGORIES

USER ACTIONS

Top Content Categories by Module

NEWS	EVENTS	SEARCH
City	Art & Culture	Utilities and Services
Culture	Exhibitions	What to Do
Alerts	Music	Where to Stay

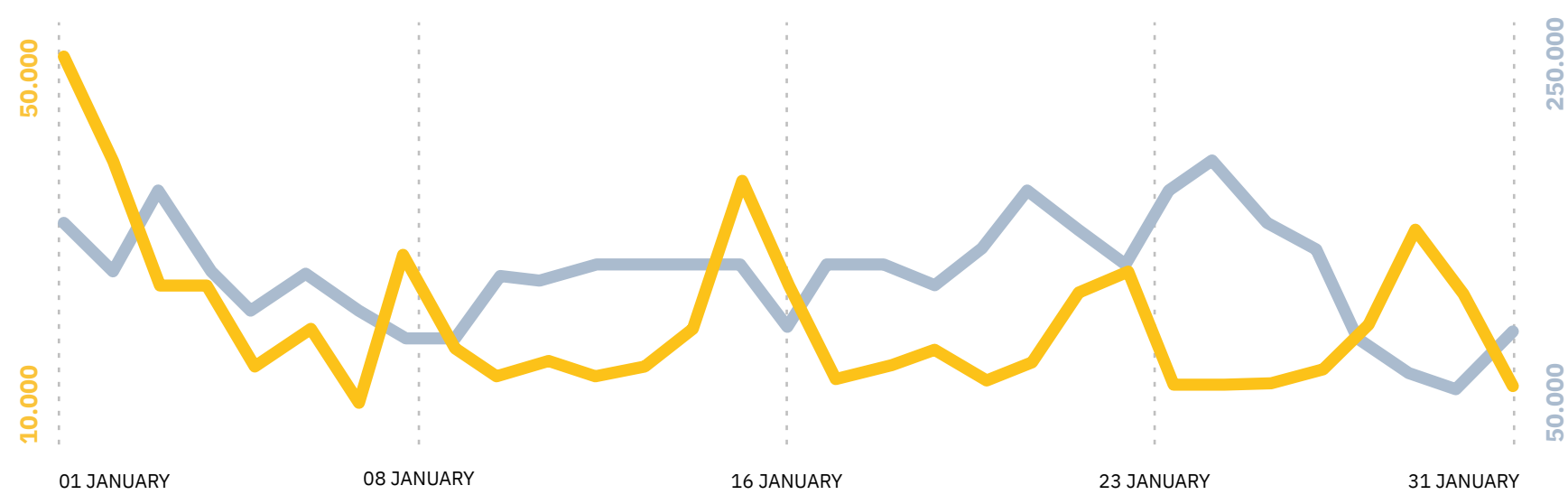
DURING THE MONTH

USER ACTIONS

Monthly User Actions Evolution

PEDESTRIANS*

Monthly Pedestrian Evolution



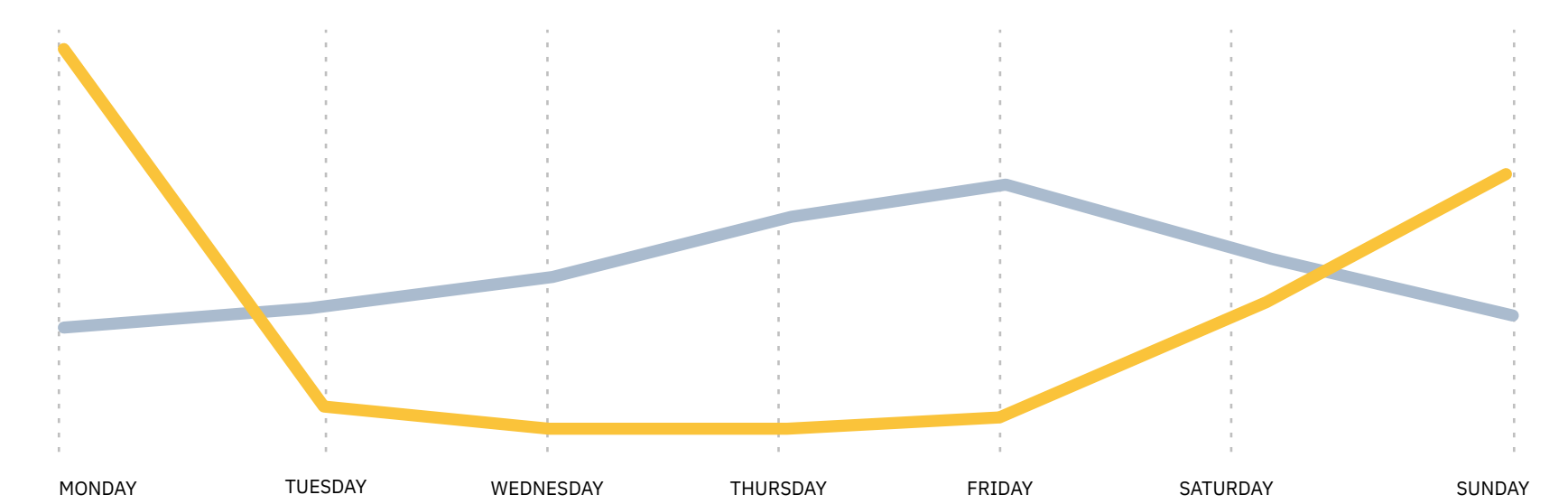
WEEKLY TREND

USER ACTIONS

Average User Actions Count by Week Day

PEDESTRIANS

Average Pedestrian Count by Week Day



In January, Mondays were the days with the highest flow of pedestrians, while Wednesdays were the days of the week with the lowest flow. Regarding the user actions, Mondays and Sundays recorded the highest number of user actions of the week, while the other days of the week had a similar flow of user actions.

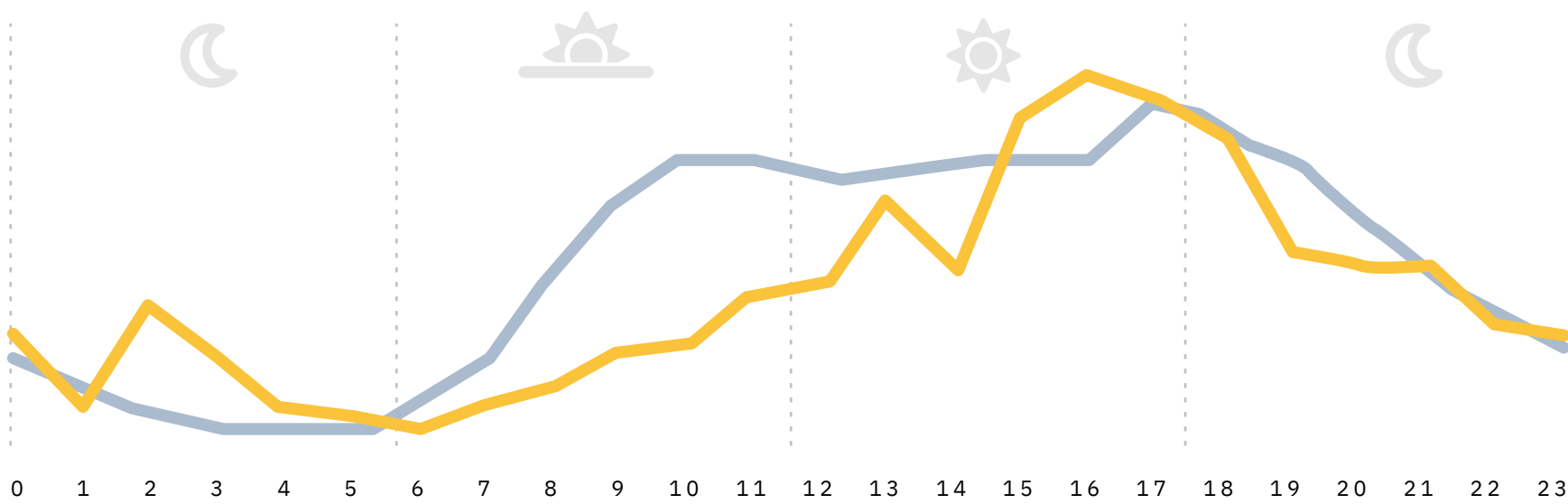
DAILY TREND

USER ACTIONS

Monthly User Actions Evolution

PEDESTRIANS

Monthly Pedestrian Evolution



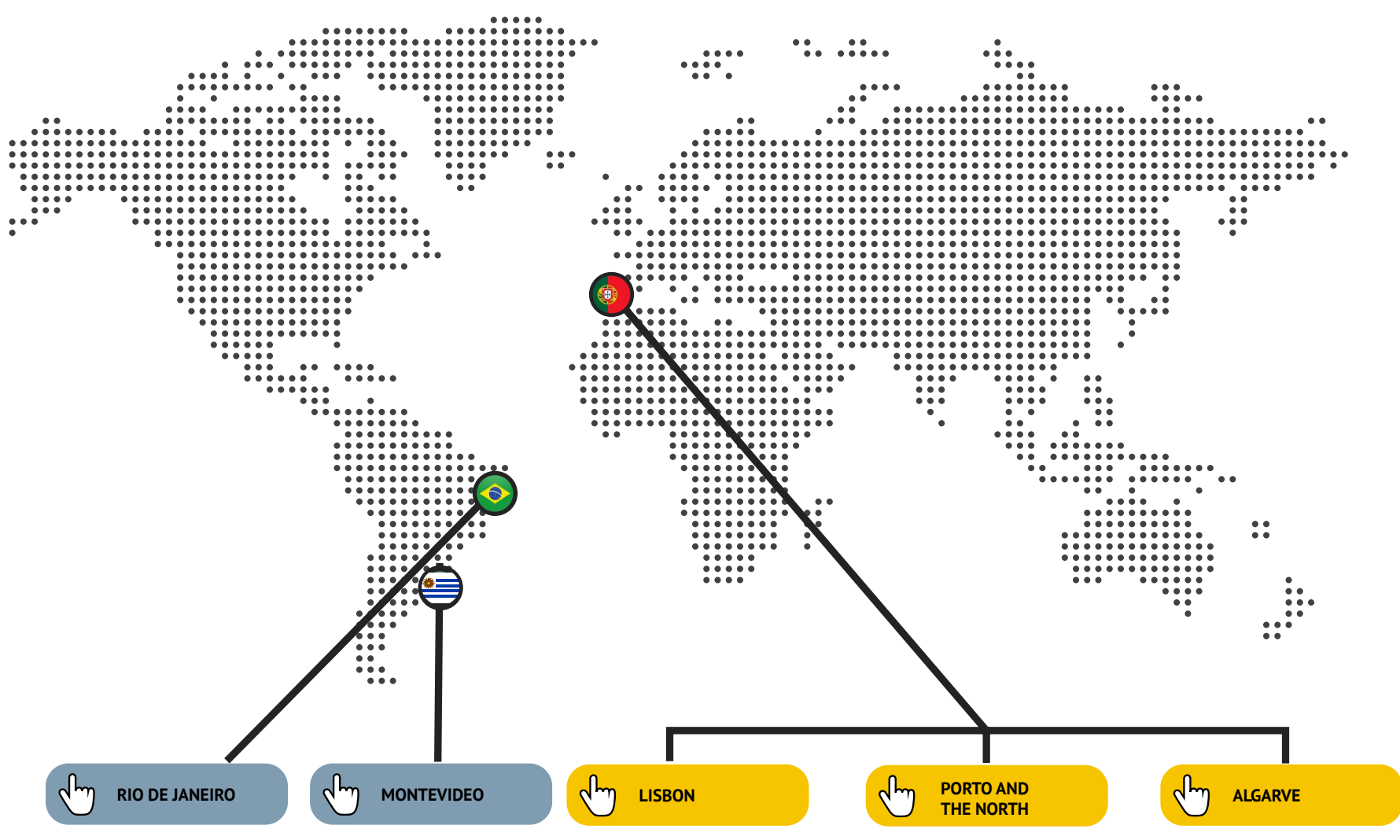
In January, the flow of pedestrians was higher from 9 am until 5 pm, with a consistent number of pedestrians during these hours, and with a peak of pedestrians at 5 pm. When observing the user actions, there was a higher number registered during the afternoon period, with two peaks detected: the first at 1pm and the second at 4 pm.

January Overall Analysis:

During January, the number of Covid-19 cases continued to increase, in Portugal, and Europe. In Latin America, there are still strict measures in place.

User Actions*: Values indicate the number of completely 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.

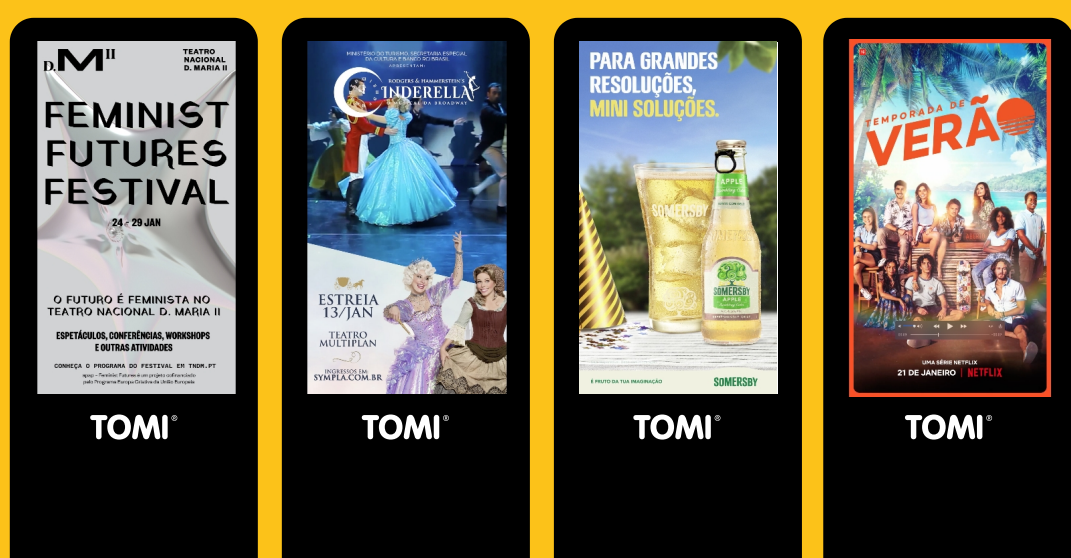
LOCATIONS



TOMI SMART MEDIA

TOMI is the best way to communicate and to reach the audience and interact in a creative way. See some of our campaigns in January in our networks.

Communication in the right place at the right time!



Teatro Nacional D. Maria II Cinderella Somersby Netflix

SUBSCRIBE NEWSLETTER

Trademark. Patented internationally. Registered design.

<p>MAIN AWARDS AND HONORS</p> <ul style="list-style-type: none"> Smart Cities USA, UK and Latam awards Future Digital Awards INNOVACITY GLOBAL SMART CITIES CONTEST <p>Citizen's engagement, E-Gov & urban innovation</p>	<p>Award UI & UX</p> <ul style="list-style-type: none"> A DESIGN AWARD WINNER 2017 <p>Best interface</p>	<p>Accessibility & inclusion</p> <ul style="list-style-type: none"> EUROPEAN DESIGN AWARDS ENAT <p>Design for society & disability inclusion</p>	<p>DOOH media</p> <ul style="list-style-type: none"> FEPE Internacional <p>Best Innovation</p>	<p>Tourism</p> <ul style="list-style-type: none"> ATBES 2022 <p>Best service</p>
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