

# TOMI keeps helping in the re-opening phase

TOMI continues to monitor the opening phase and the gradual increase in circulation in cities, through Computer Vision and Machine Learning technology. With these technologies, TOMI counts pedestrians, creating heatmaps, which help cities to understand the new dynamics and adapt to the new needs of citizens.



USER ACTIONS \*

177

Thousand



PHOTOS & GIFs SENT

2.7

Thousand

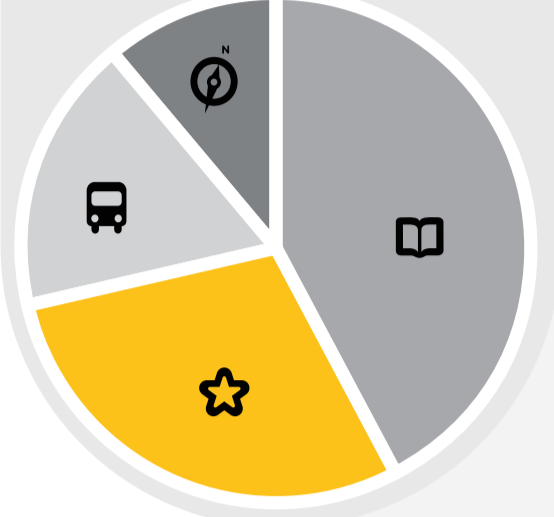


CONTENT DISPLAY \*

13

Million

## MODULES



- 42% NEWS
- 29% EVENTS
- 11% SEARCH
- 18% TRANSPORTS



In February, the module with the higher usage was the News Module. TOMI users searched mainly for news related with City, Culture, and Environment.

## TOP CONTENT CATEGORIES



USER ACTIONS

Top Content Categories by Module

NEWS	EVENTS	SEARCH	TRANSPORTS
City	Exhibitors	Where to Stay	Sete Rios
Culture	Theater	Art & Culture	Telheiras
Environment	Music	What to Do	Baixa-Chiado

## DURING THE MONTH



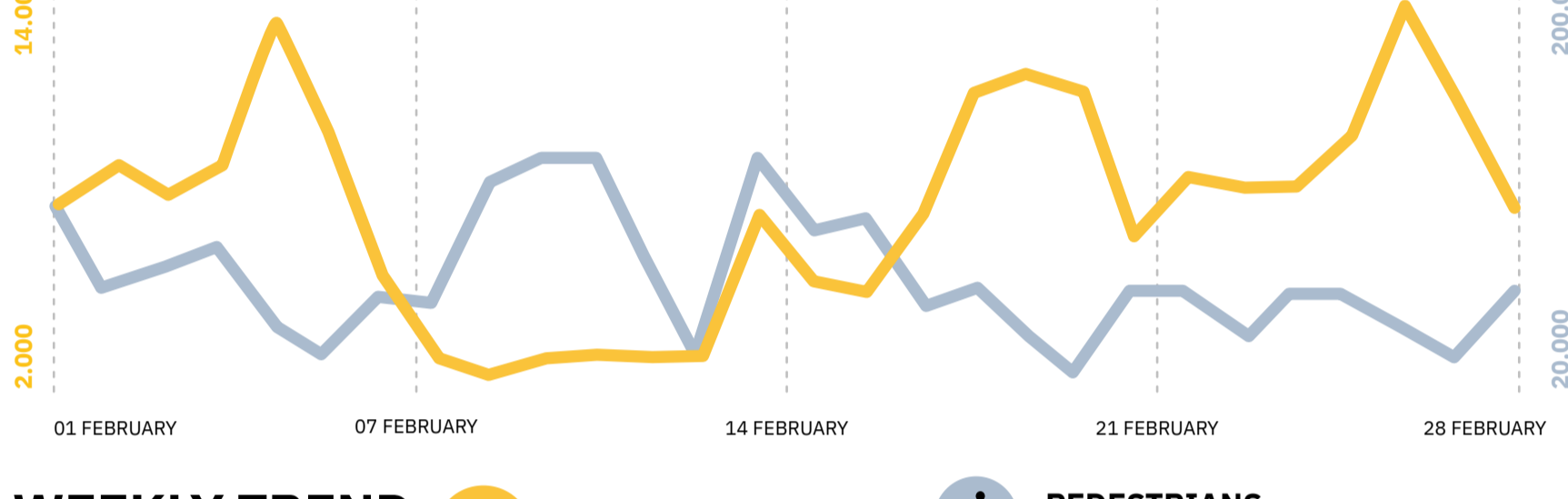
USER ACTIONS

Monthly User Actions Evolution



PEDESTRIANS \*

Monthly Pedestrian Evolution



## WEEKLY TREND



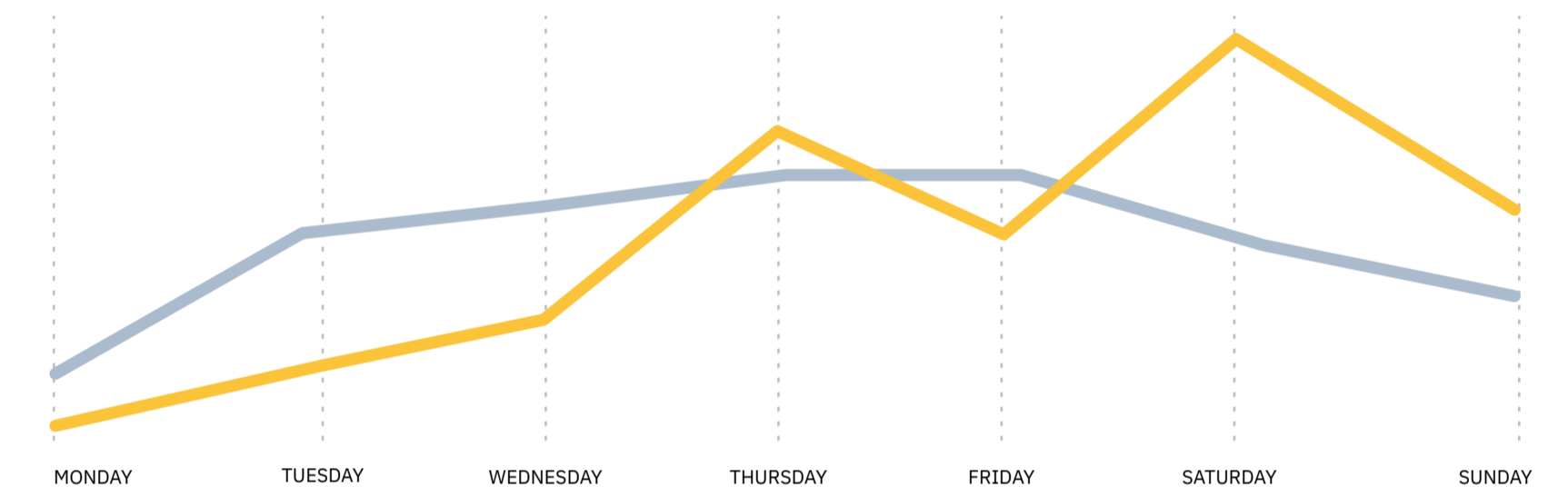
USER ACTIONS

Average User Actions Count by Week Day



PEDESTRIANS

Average Pedestrian Count by Week Day



In February, Thursdays and Fridays registered the highest flows of pedestrians, while on Mondays the flow of pedestrians was the lowest of the week. Concerning the user actions, it was observed a higher number of users on Thursdays and Saturdays. On the other hand, Mondays had the lowest number of user actions of the week.

## DAILY TREND



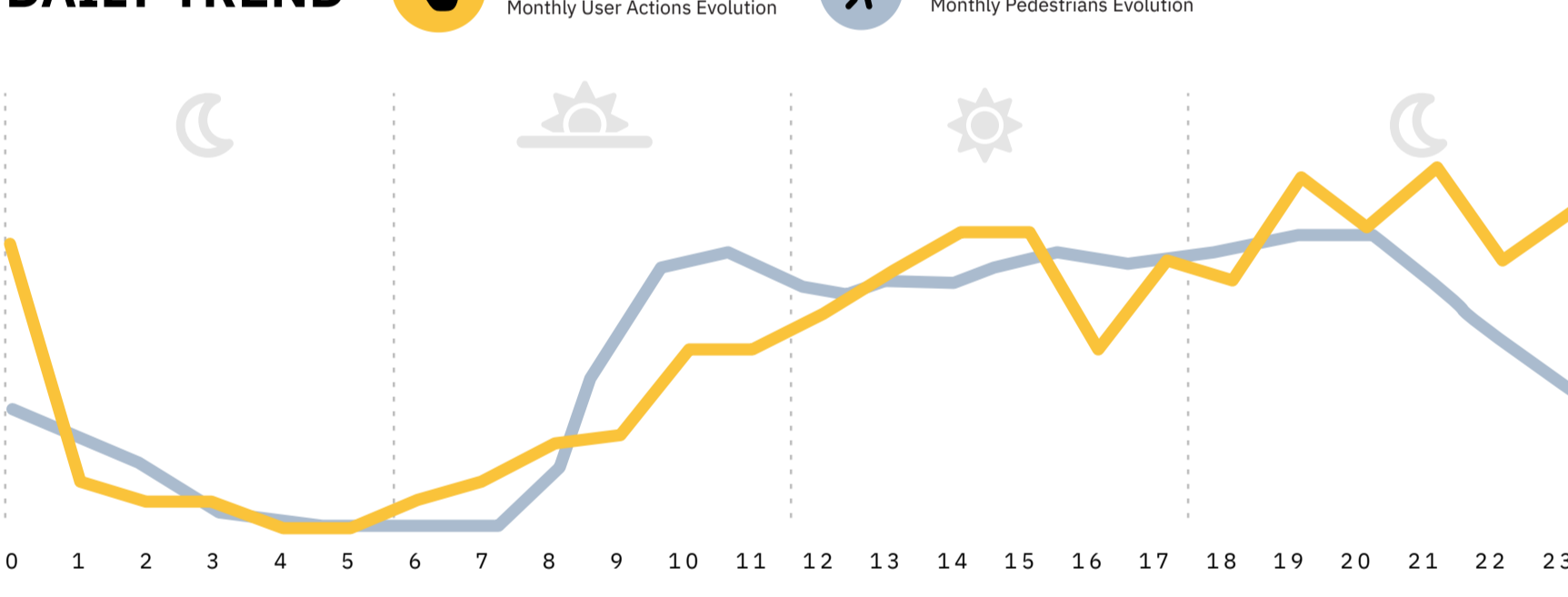
USER ACTIONS

Monthly User Actions Evolution



PEDESTRIANS

Monthly Pedestrians Evolution



In February, the flow of pedestrians was higher from 10 am until 8 pm. During that period, it was registered three peaks: the first between 10 am and 11 am, the second at 4 pm, and the third one at 8 pm. In the user actions there were registered several peaks throughout the day. The first happened between 2 pm and 3 pm, the second at 5 pm, the third at 7 pm, the fourth at 9 pm, and the fifth, and last, at 11 pm.

## THE PODIUM



USER ACTIONS

TOMI With Most User Actions



PHOTOS & GIFs SENT

TOMI With Most Selfie and GIFs Sent

**ACTION CHAMPION**

Saldanha Metro

**24.434**

User Actions

**SELFIE WINNER**

Rossio Rua 1º de Dezembro

**255**

Photos and GIFs sent

## February Overall Analysis:

In February, there was a decrease in the number of Covid-19 cases registered in Portugal. During the month, began the relief of the measures imposed to help in the fight against Covid-19.

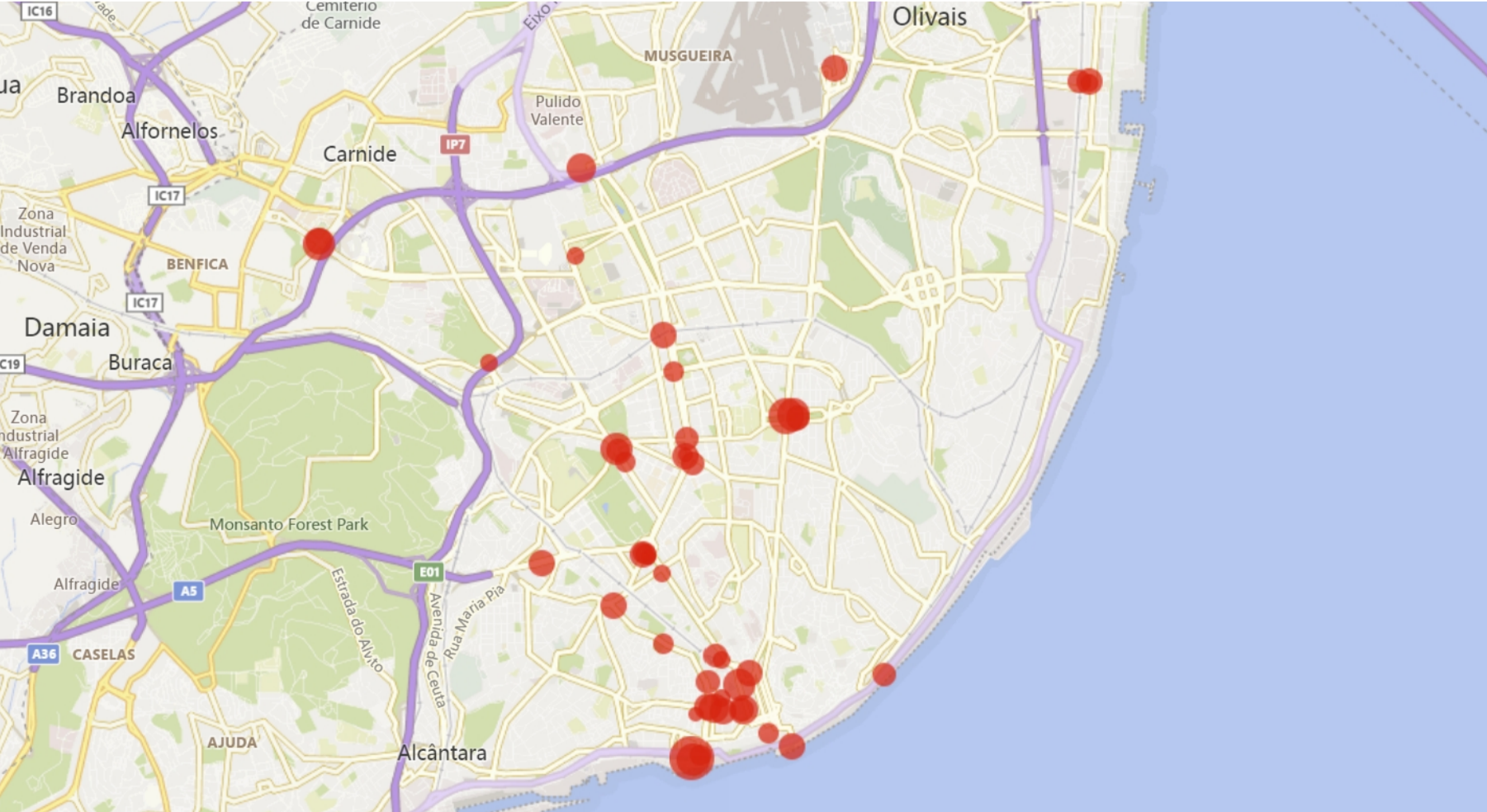
User Actions\*: Values indicate the number of touches made on TOMI. Content Display\*: Values show the number of each content exhibited on lists, selections and search. Pedestrians\*: This data is completely anonymous and privacy is respected.

## 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 February in Lisbon.

Communication in the right place at the right time!



ADIDAS



BetClic



FANTA



Continente

SUBSCRIBE NEWSLETTER

Trademark. Patented Internationally. Registered design.

<p>MAIN AWARDS AND HONORS</p> <p>Smart Cities USA, UK and Latam awards</p> <p>Future Digital Awards</p> <p>INNO VACITY</p> <p>GLOBAL SMART CITIES CONTEST</p>	<p>Award UI &amp; UX</p> <p>A DESIGN AWARD WINNER 2019</p> <p>Best Interface</p>	<p>Accessibility &amp; inclusion</p> <p>EUROPEAN ACCESSIBILITY AWARD</p> <p>Design for society &amp; disability inclusion</p>	<p>DOOH media</p> <p>ENAT</p> <p>Best Innovation</p>	<p>Tourism</p> <p>FEPE</p> <p>Best Innovation</p>	<p>Tourism</p> <p>ATHLETICO VINHOS</p> <p>Best service</p>
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