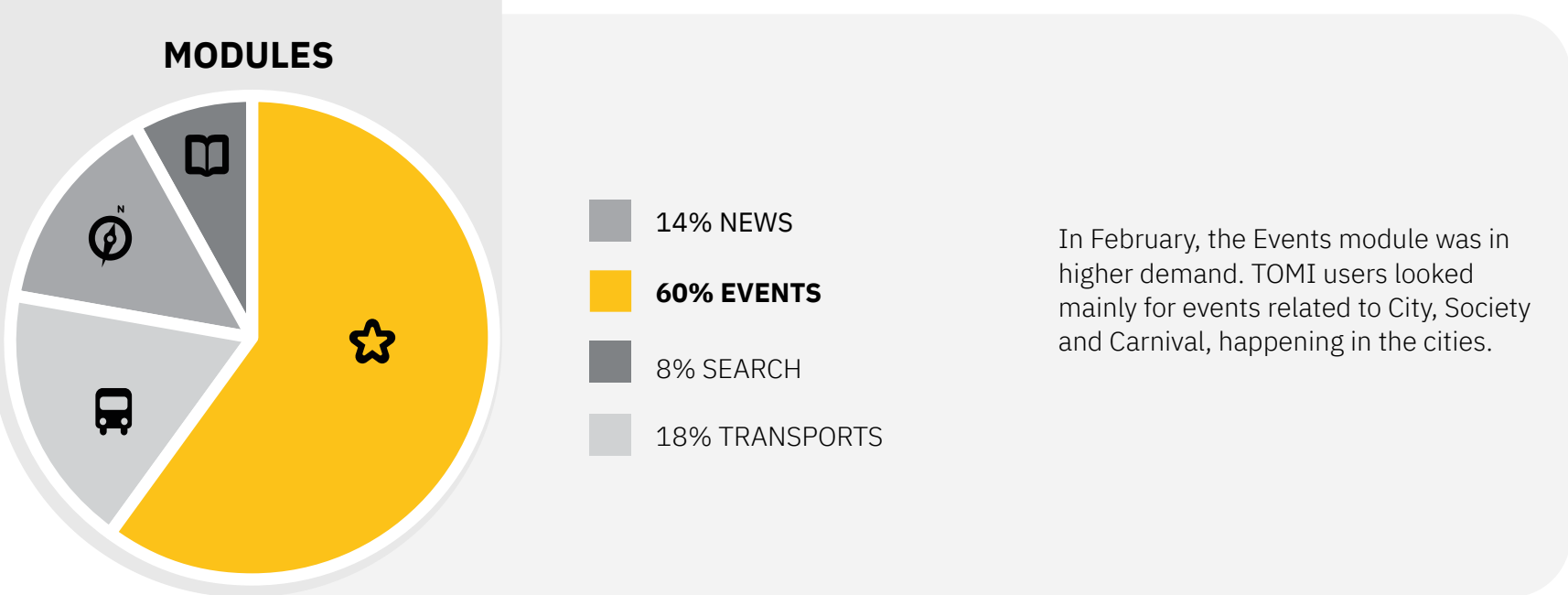
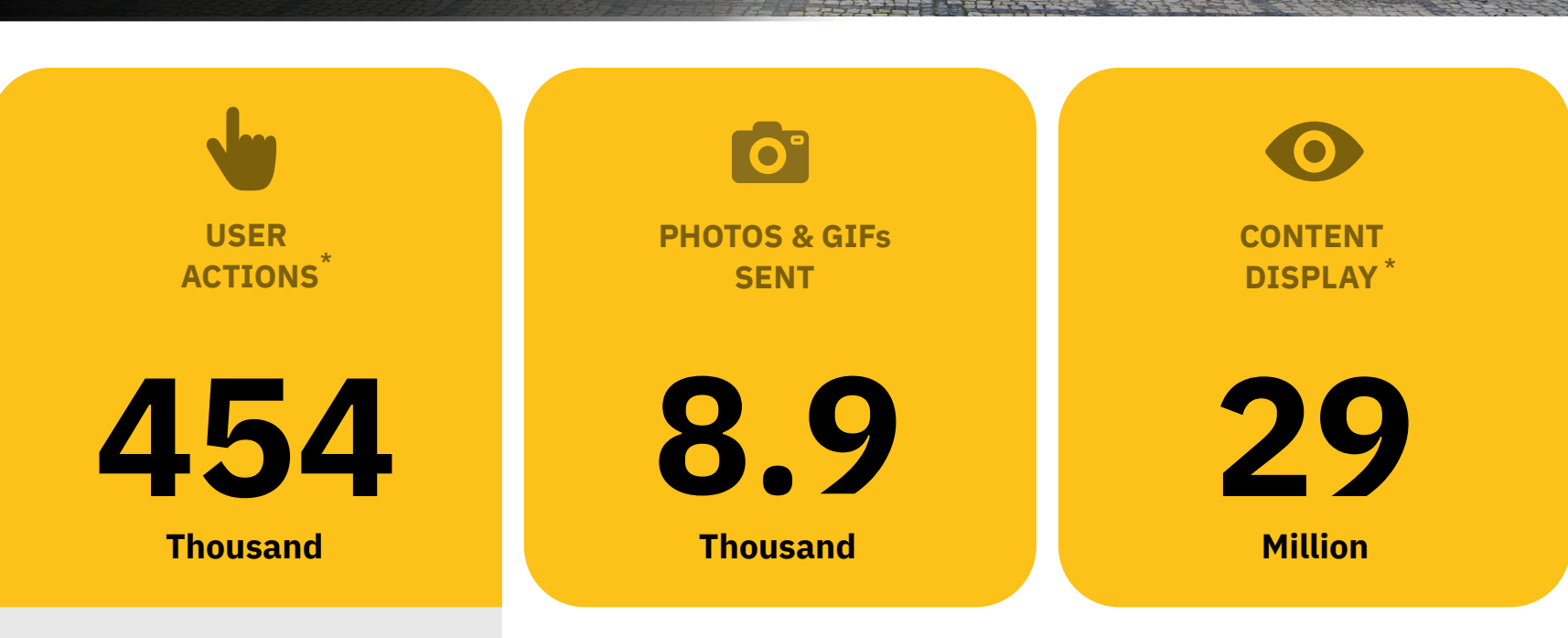


# TOMI keeps helping in the re-opening phase

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.



## TOP CONTENT CATEGORIES

## USER ACTIONS

Top Content Categories by Module

NEWS	EVENTS	SEARCH
Tourism	City	Where to Stay
Society	Society	Art & Culture
Culture	Carnival	What to Do

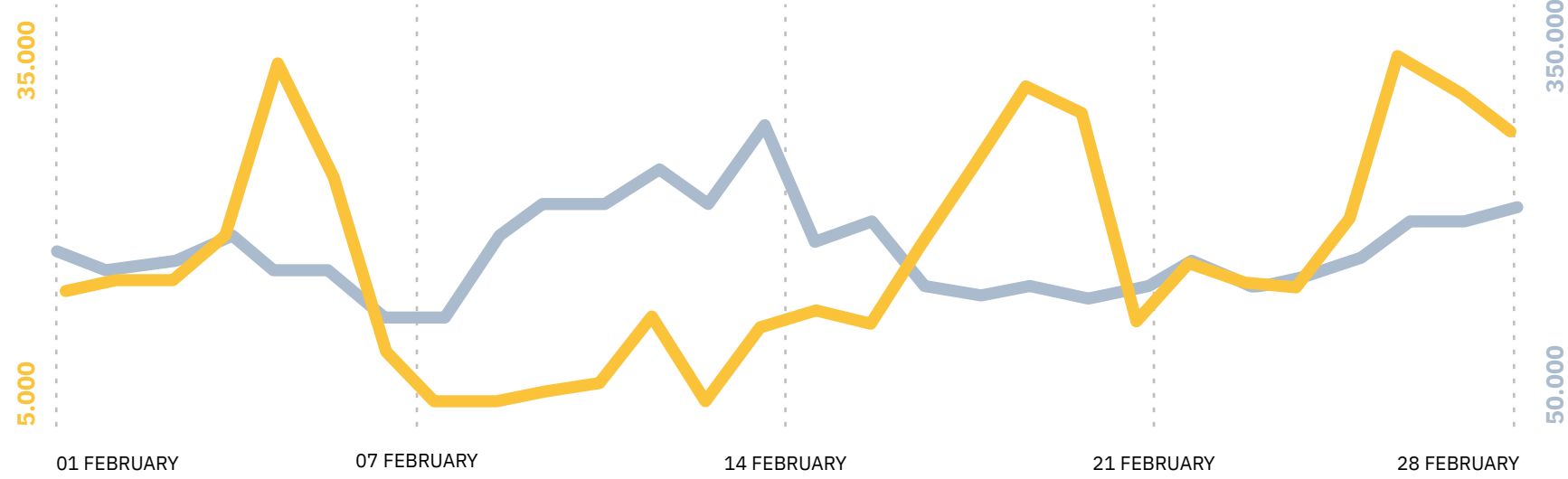
## DURING THE MONTH

## USER ACTIONS

Monthly User Actions Evolution

## PEDESTRIANS\*

Monthly Pedestrian Evolution



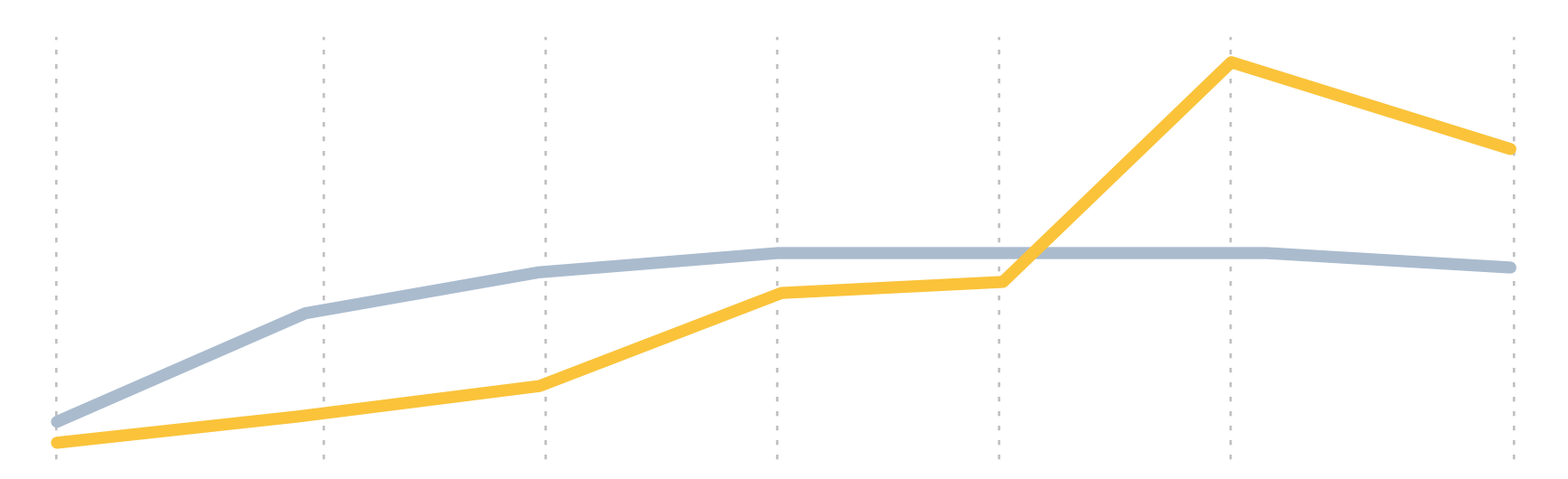
## WEEKLY TREND

## USER ACTIONS

Average User Actions Count by Week Day

## PEDESTRIANS

Average Pedestrian Count by Week Day



In February, the flow of pedestrians was very homogeneous throughout the week, except on Mondays which had the lowest flow of pedestrians. Concerning the user actions, Saturdays were the days of the week that recorded the highest number. On the other hand, Mondays had the lowest number of user actions of the week.

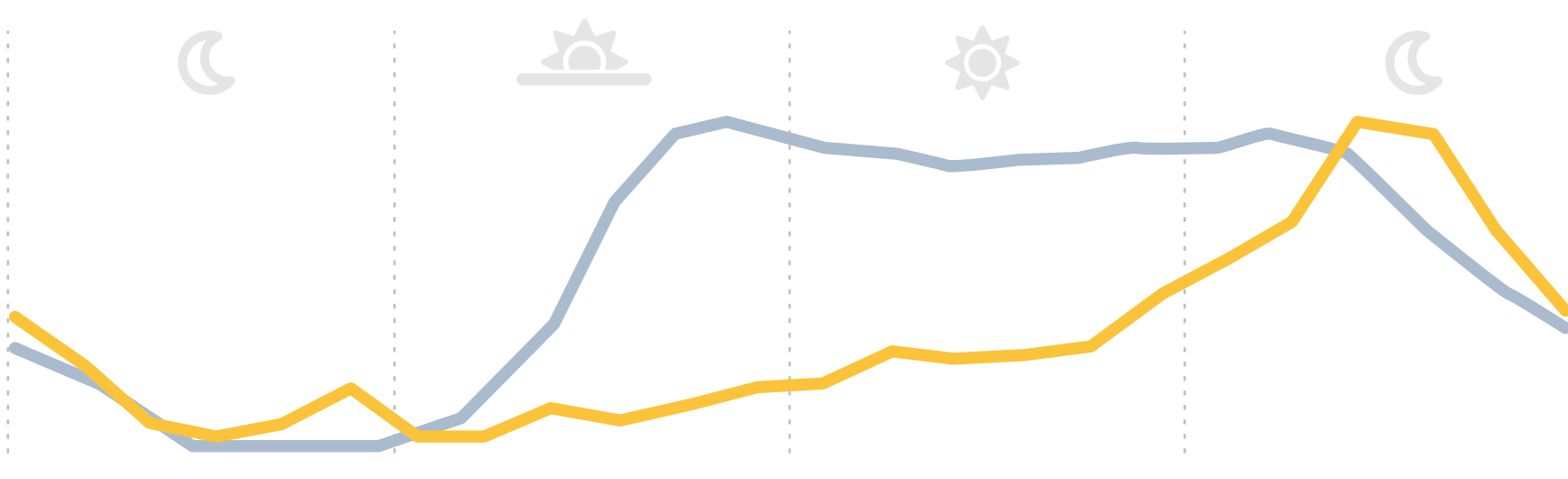
## DAILY TREND

## USER ACTIONS

Monthly User Actions Evolution

## PEDESTRIANS

Monthly Pedestrian Evolution



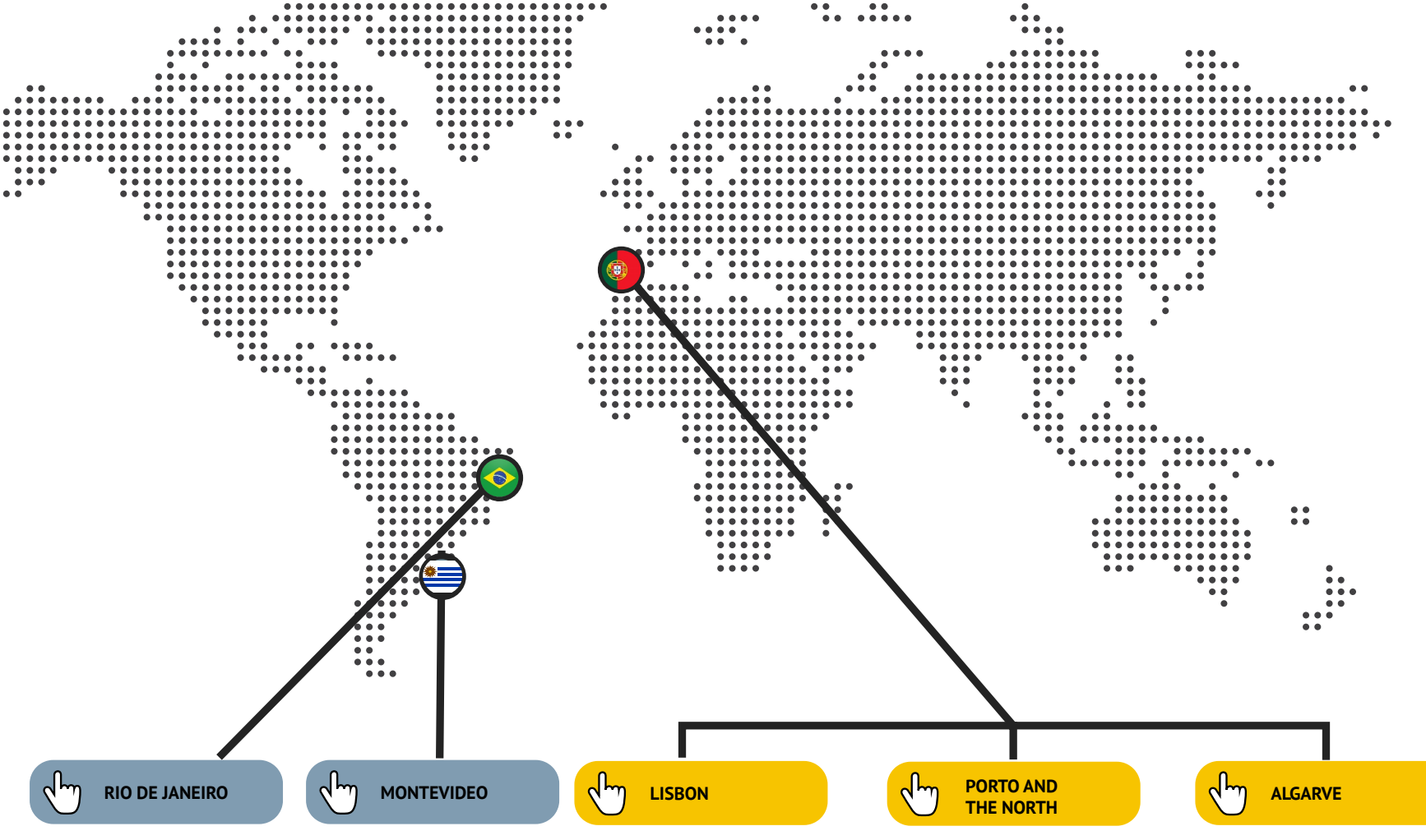
In February, the flow of pedestrians was higher from 9 am until 8 pm, recording a peak of pedestrians between 10 am and 11 am. When observing the user actions, there was a higher number registered during the late afternoon period, with one peak between 8 pm and 9 pm.

## February Overall Analysis:

In February, there was a decrease in the number of Covid-19 cases registered in Portugal, and Europe. During the month, began the relief of the measures imposed to help in the fight against Covid-19. In Latin America, there are still strict measures in place.

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.

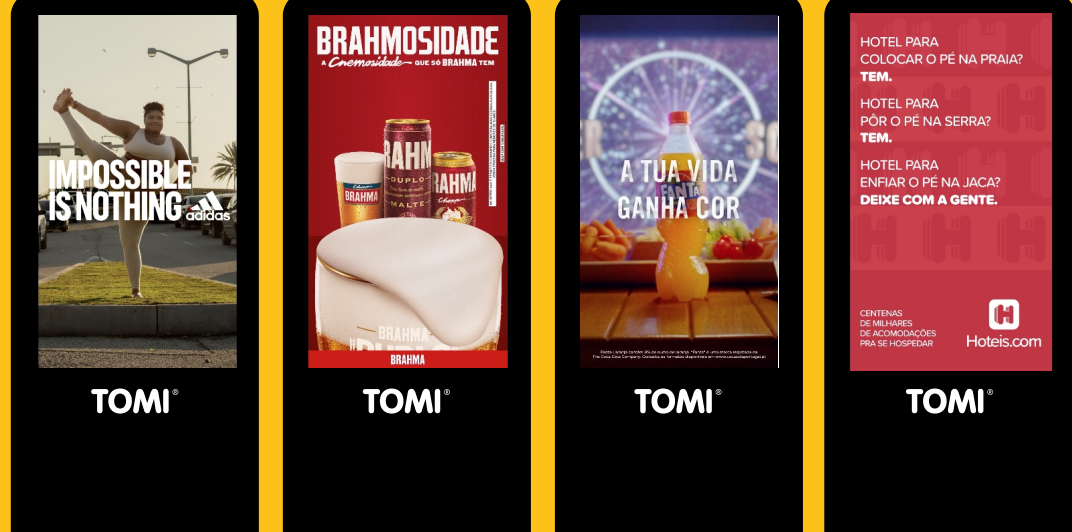
## LOCATIONS



# 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 February in our networks.

Communication in the right place at the right time!



ADIDAS      BRAHMA      FANTA      Hotels.com

**SUBSCRIBE NEWSLETTER**

Trademark. Patented internationally. Registered design.

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