

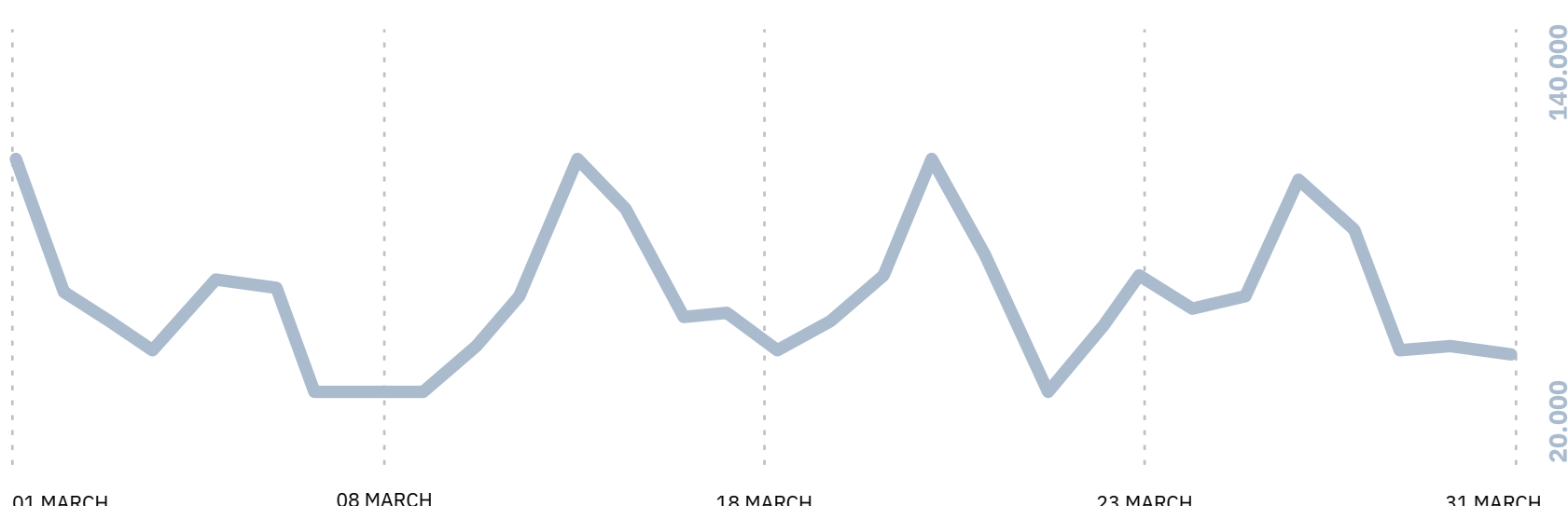
# TOMI Smart Media is a communication success

TOMI is a communication platform for brands through its advertising module, TOMI Smart Media. This module shows a new innovative way to communicate, in the right place at the right time, reaching the target audience in a creative and interactive way.

## DURING THE MONTH



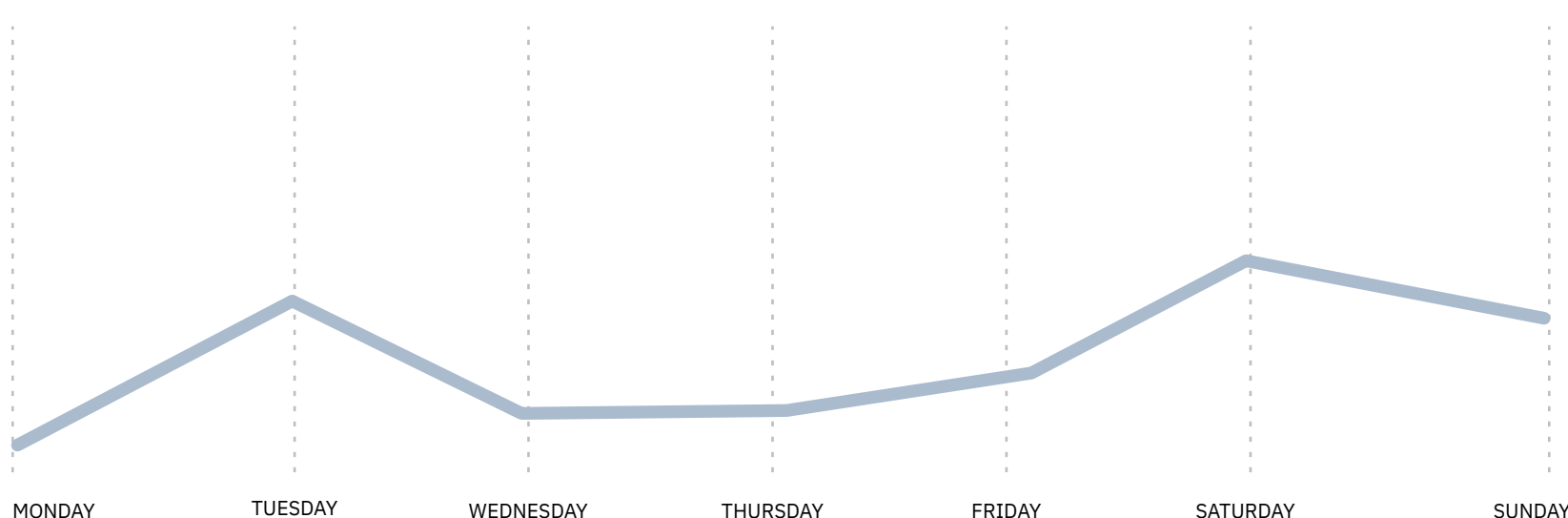
**PEDESTRIANS\***  
Monthly Pedestrian Evolution



## WEEKLY TREND



**PEDESTRIANS**  
Average Pedestrian Count by Week Day

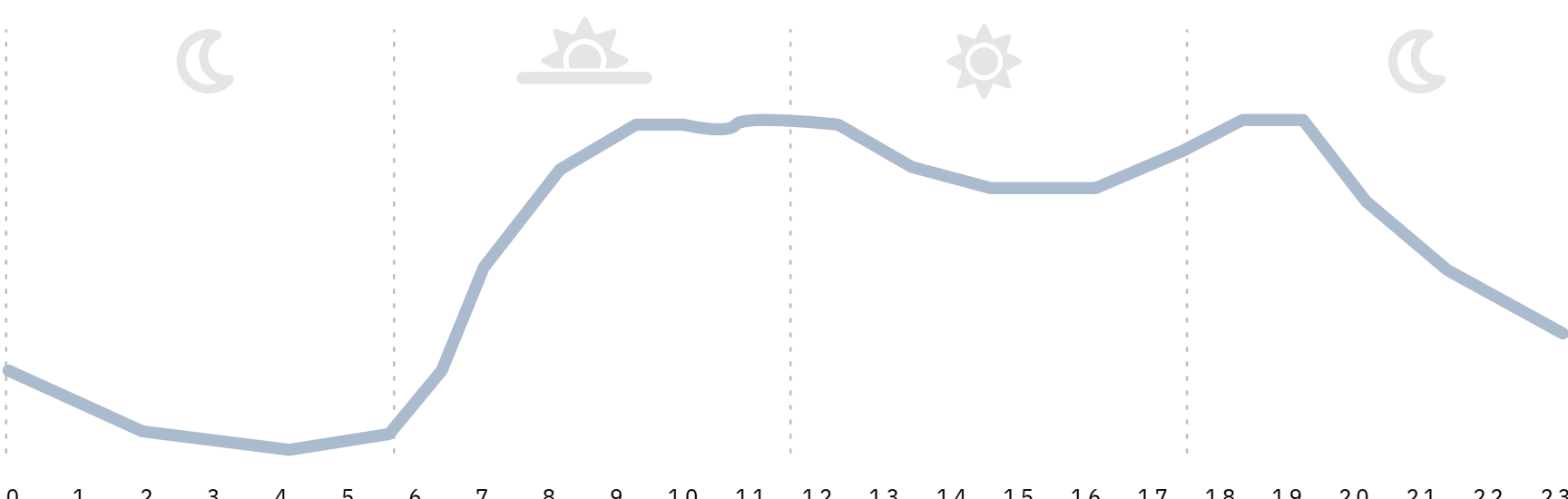


In March, the higher flow of pedestrians happened during Tuesdays and Saturdays. On Mondays and Wednesdays, the flow of pedestrians was the lowest of the week.

## DAILY TREND



**PEDESTRIANS**  
Monthly Pedestrian Evolution



In March, there were recorded two peaks of pedestrians. The first one happen between 8 am and 11 am, and the second one between 6pm and 7pm.

## March Overall Analysis:

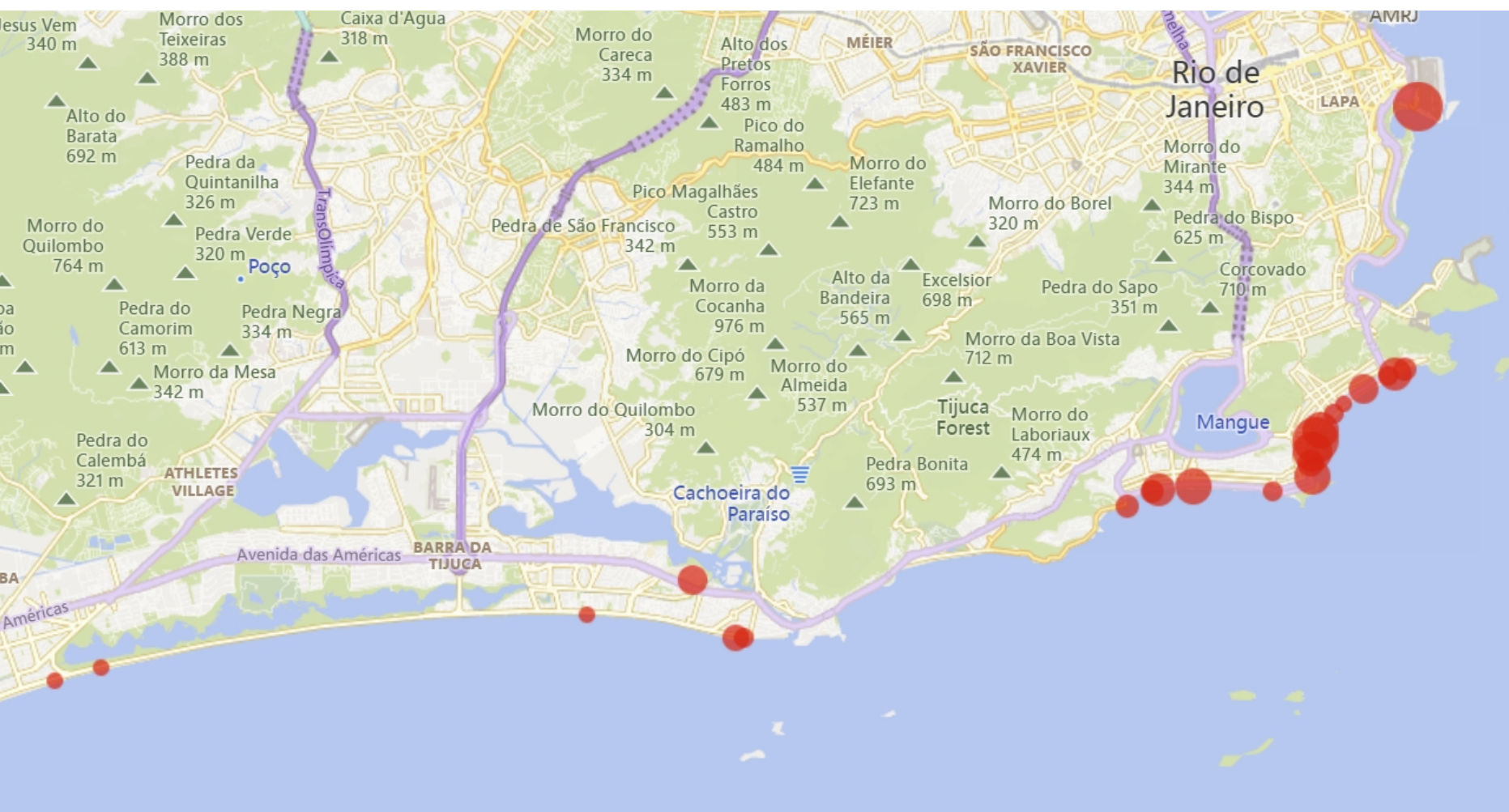
In March, the number of Covid-19 cases detected in Brazil continues to be at a high level. TOMIs of Rio de Janeiro continued with the anti-covid functionalities.

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 March in Rio de Janeiro.

Communication in the right place at the right time!



SKOL BEATS      Gheo Tibério - O Alienista      Ministério do Turismo e Boa Vista      LICOR 43

**SUBSCRIBE NEWSLETTER**

Trademark. Patented internationally. Registered design.

<p><b>MAIN AWARDS AND HONORS</b></p> <p>Smart Cities USA, UK and Latam awards</p> <p>Citizen's engagement, E-Gov &amp; urban innovation</p>	<p><b>Award UI &amp; UX</b></p> <p>Best interface</p>	<p><b>Accessibility &amp; inclusion</b></p> <p>Design for society &amp; disability inclusion</p>	<p><b>DOOH media</b></p> <p>Best innovation</p>	<p><b>Tourism</b></p> <p>Best service</p>
---	---	--	---	---