



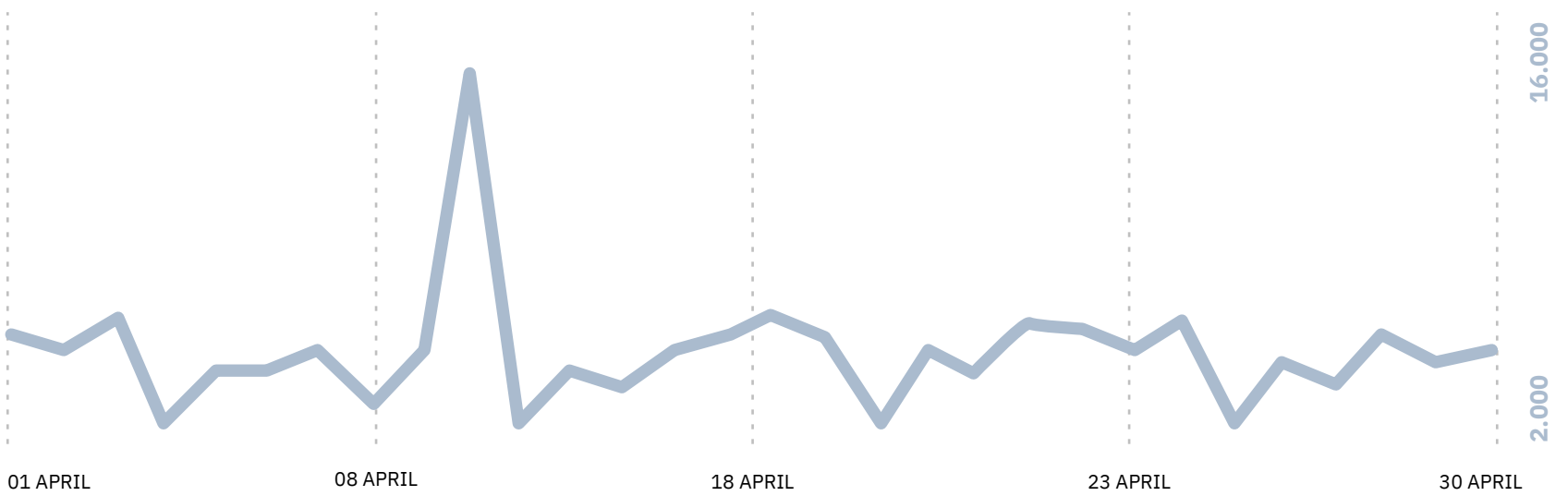
# Carnival returns to Rio de Janeiro

Carnival returned to Rio de Janeiro, after the break due to the Covid-19 pandemic, now in April. TOMI helped in the dissemination of media information, keeping citizens informed.

## DURING THE MONTH



**PEDESTRIANS\***  
Monthly Pedestrian Evolution



### April Overall Analysis:

In April, 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.

# 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 April in Rio de Janeiro.

Communication in the right place at the right time!



Brain + / R+



Olympikus












Temporada da Comédia



Gheo Tibério - O Alienista

**SUBSCRIBE NEWSLETTER**

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<p><b>MAIN AWARDS AND HONORS</b></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>
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