

TOMI informs in partnership with COR

TOMI has partnered with the Rio Operations Center (Centro de Operações Rio) to help inform the population in real time. Providing alerts and tweets, TOMI will share key information and also detect the presence of an abnormal number of people and count pedestrians to study changes over the various phases of the pandemic.

COR is an innovative control center of the Prefeitura do Rio de Janeiro that operates 24/7 and has more than 500 professionals responsible for monitoring and optimizing the functioning of the city on a daily basis, forecasting weather conditions, floods, accidents, among other situations.



**CENTRO DE OPERAÇÕES
PREFEITURA DO RIO**



#Covid19

#Alerts

#Real-Time

#PedestrianData

#ComputerVision

#MachineLearning

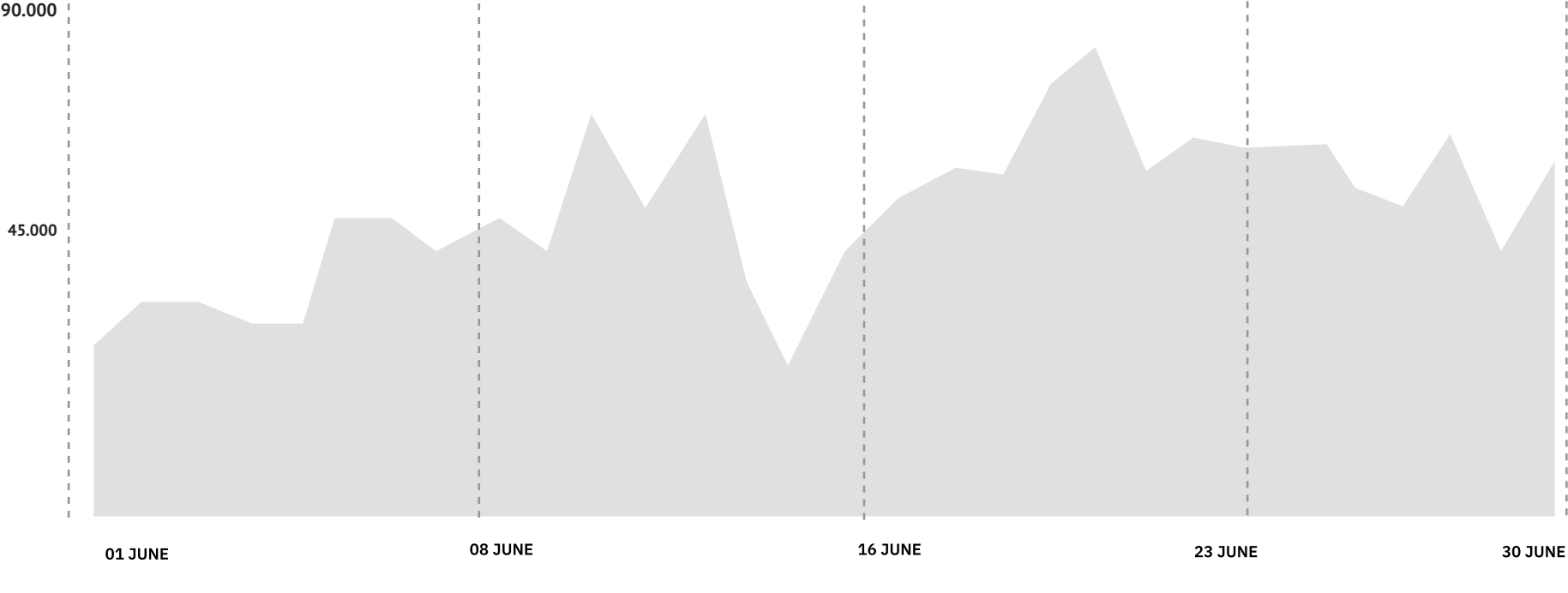
TOMI PEDESTRIAN DATA



MONTHLY TREND



**Monthly Evolution
Pedestrians**



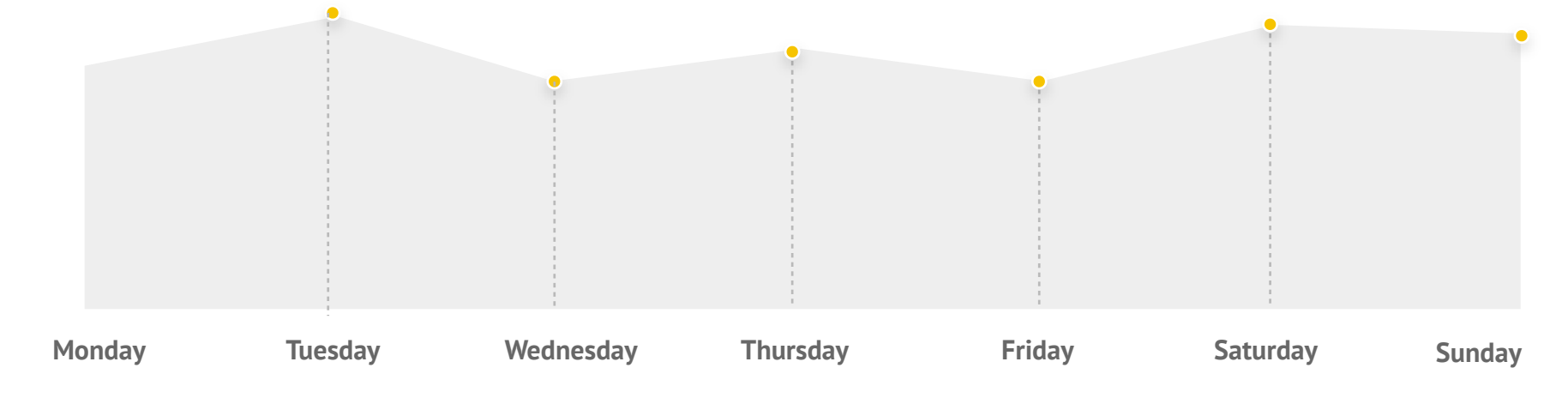
NOTE:

Rio de Janeiro was greatly impacted by the pandemic in June, and preventive measures were implemented.

WEEKLY TREND



**Average weekly
pedestrian count
during the month**



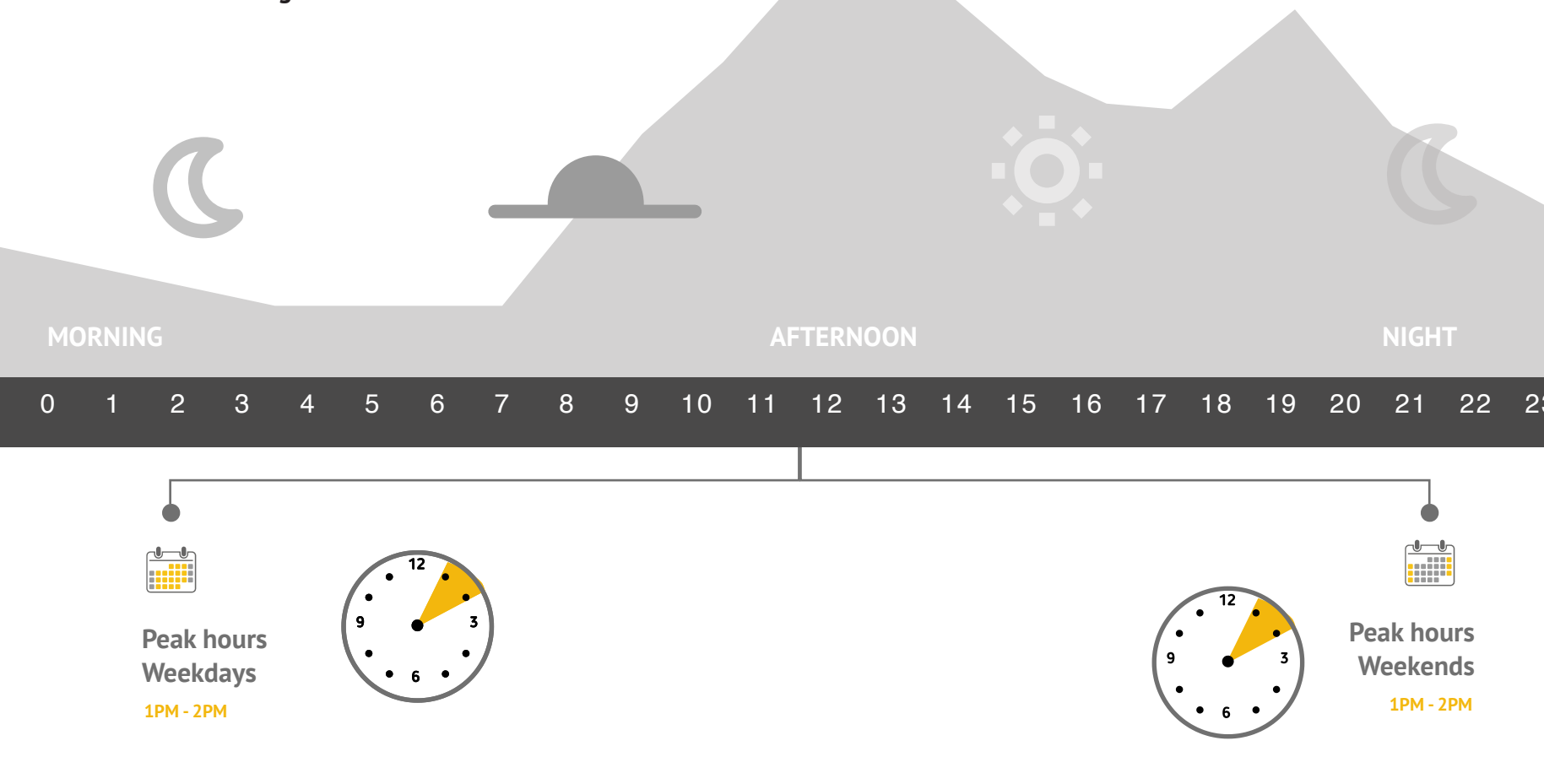
Tuesday and weekends

Tuesday, Saturday and Sunday were the days with the highest number of pedestrians. The peaks were recorded between 1 and 2pm.

HOURLY TREND

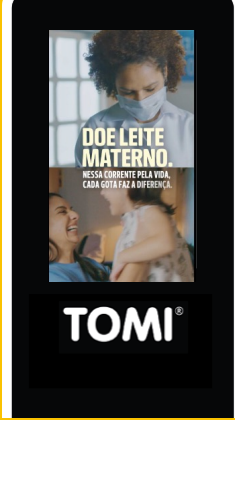


**Average hourly
pedestrian count
during the month**



TOMI SMART MEDIA

TOMI is the best mode to communicate and reach the desired target audience in an interactive and creative way.



HEAT MAP

TOMI'S LOCATIONS



**Areas with the highest
average number of pedestrians
registered during the month**

In May, the TOMIs that registered the highest number of pedestrians were in **Copacabana** neighborhood.

