

# TOMI's COR partnership running successfully

The partnership between TOMI and the Rio Operations Center is having a great success. This partnership has as main objective to help inform the population in real time. By making alerts and tweets available, 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 City of Rio de Janeiro that operates 24/7 and has more than 500 professionals responsible for monitoring and optimizing the daily functioning of the city, forecasting climatic conditions, floods, accidents, among other situations.

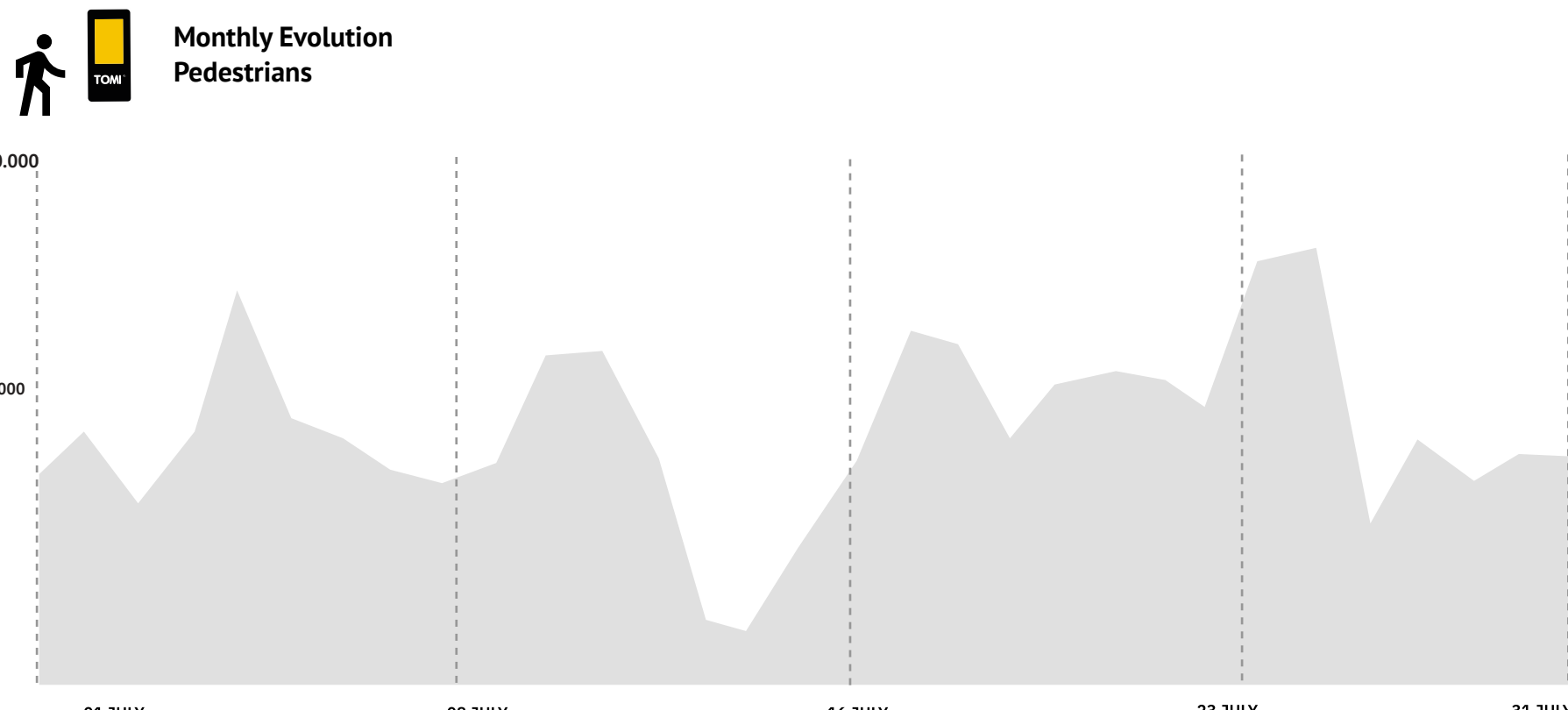


- #Covid19
- #Alerts
- #Real-Time
- #PedestrianData
- #ComputerVision
- #MachineLearning

## TOMI PEDESTRIAN DATA



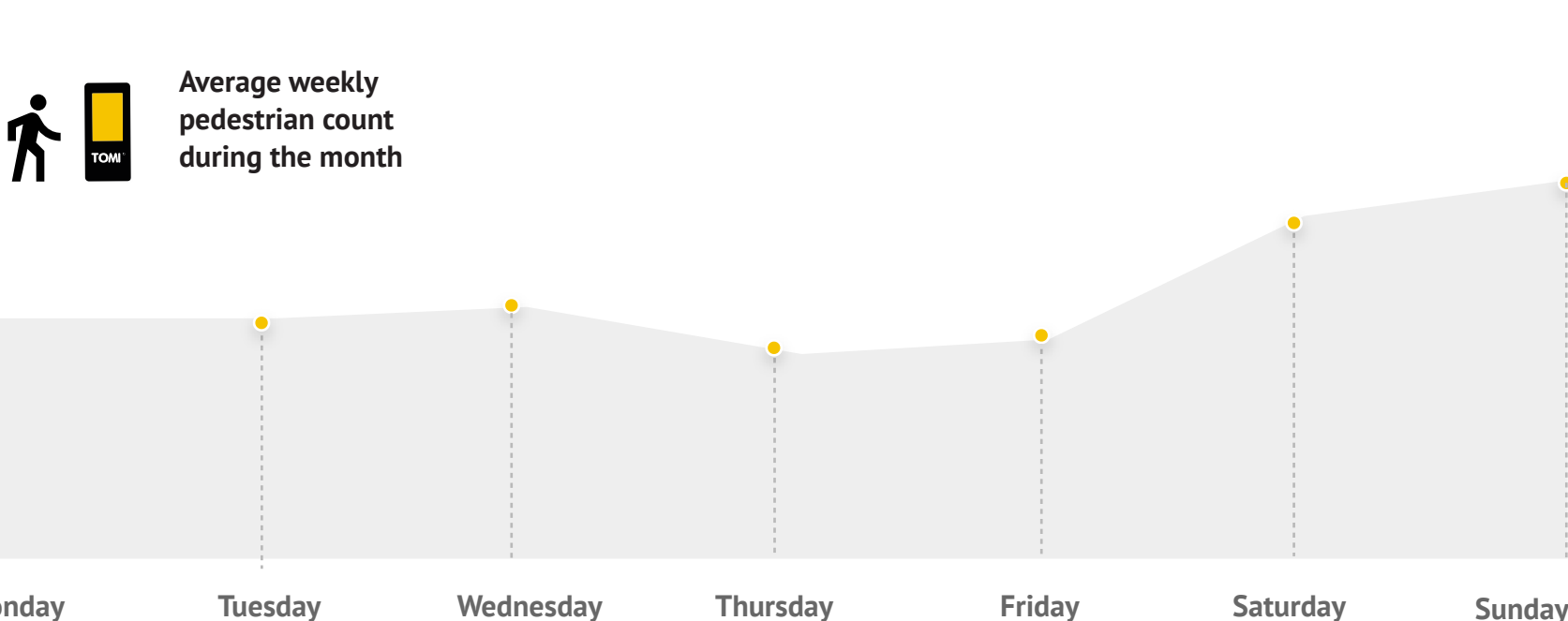
### MONTHLY TREND



**NOTE:**

Following the trend of the previous month, the impact of the pandemic in Rio de Janeiro was growing, with preventing measures still in place.

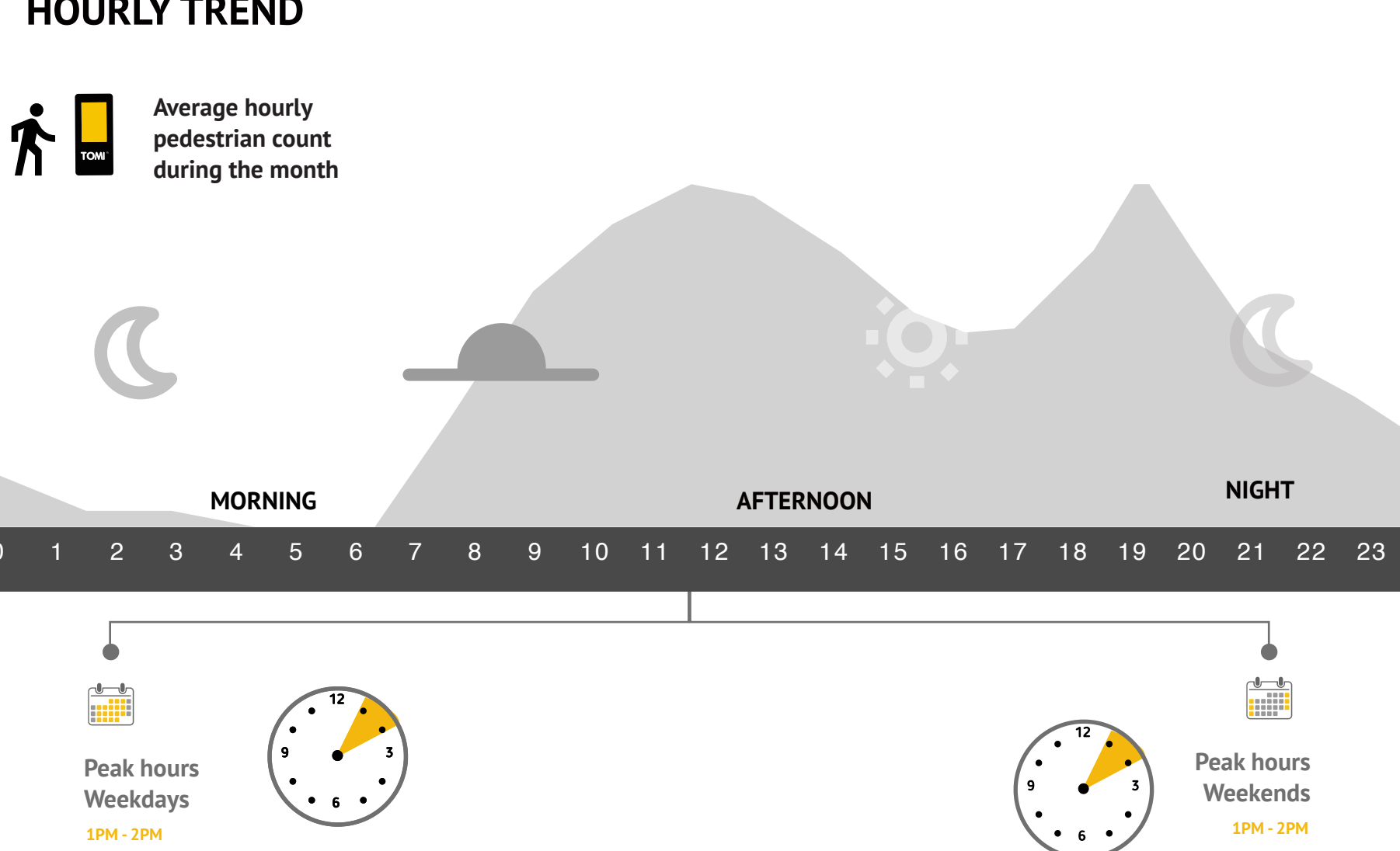
### WEEKLY TREND



### Weekend

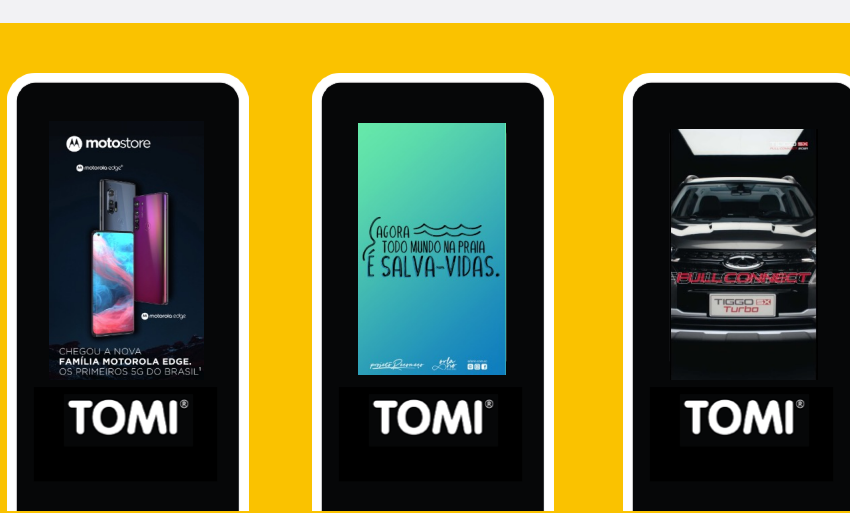
There was a big trend over the weekend, especially on Sunday. The peaks were recorded between 1 and 2pm.

### HOURLY TREND



## TOMI SMART MEDIA

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

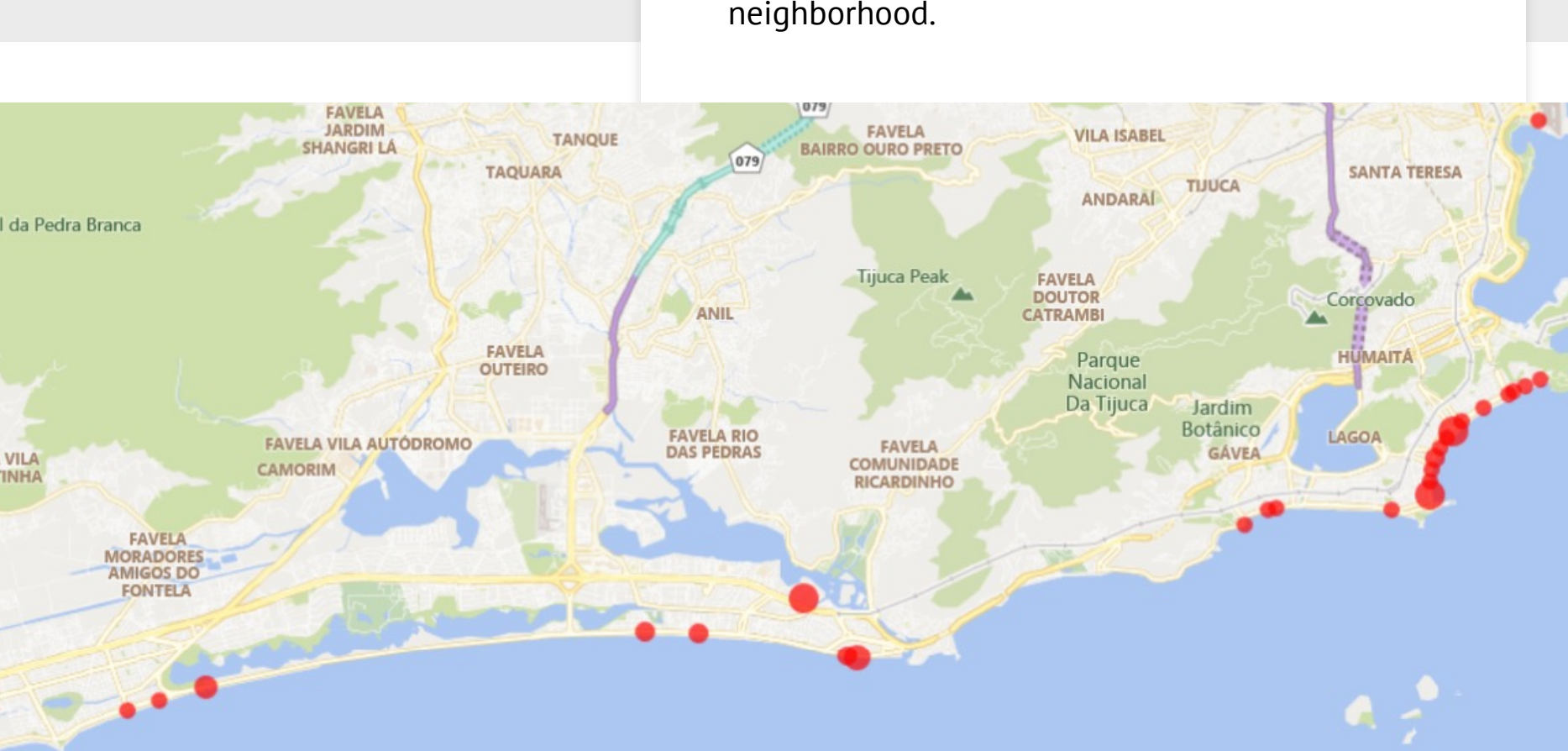


### HEAT MAP

#### TOMI'S LOCATIONS

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

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



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Trademark. Patented internationally. Registered design.

<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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