

TOMI new Covid-19 prevention measures

TOMI implemented new features using computer vision, and other technologies to generate alerts and innovative ways to prevent Covid-19. TOMI also keeps sharing relevant information, in real-time, together with official authorities.



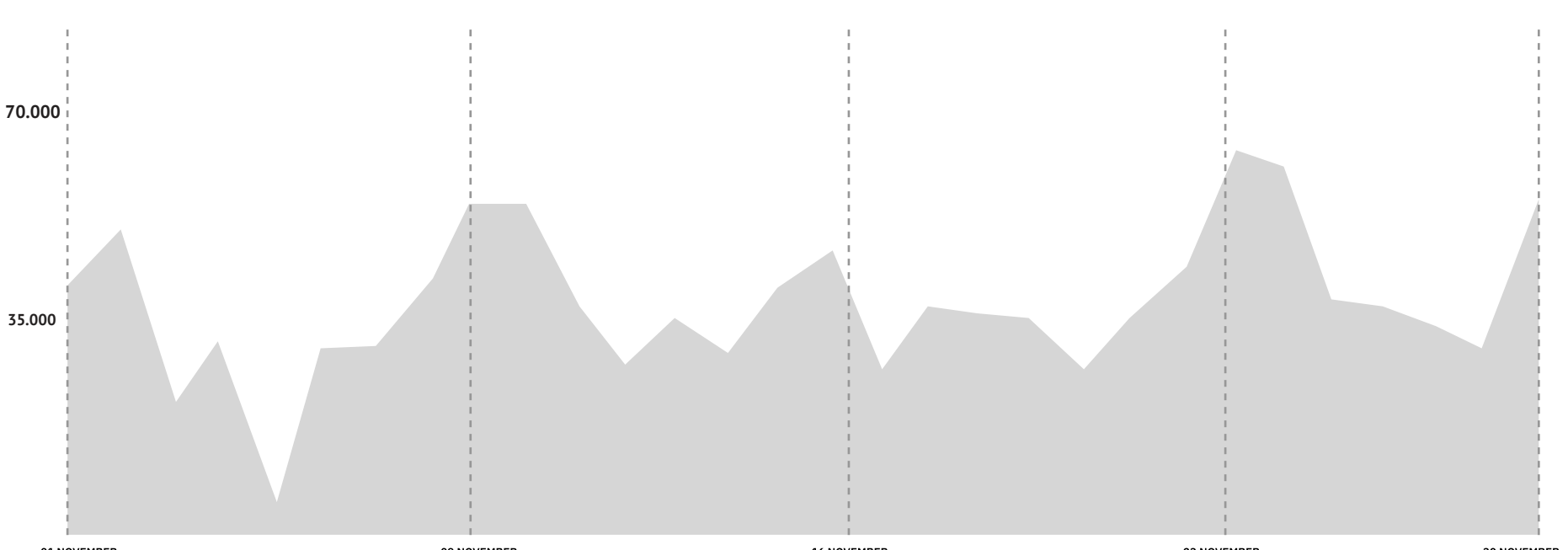
- #Real-Time
- #Alerts
- #Covid19
- #PedestrianData
- #ComputerVision
- #MachineLearning

TOMI PEDESTRIAN DATA



MONTHLY TREND

Pedestrians Monthly Evolution

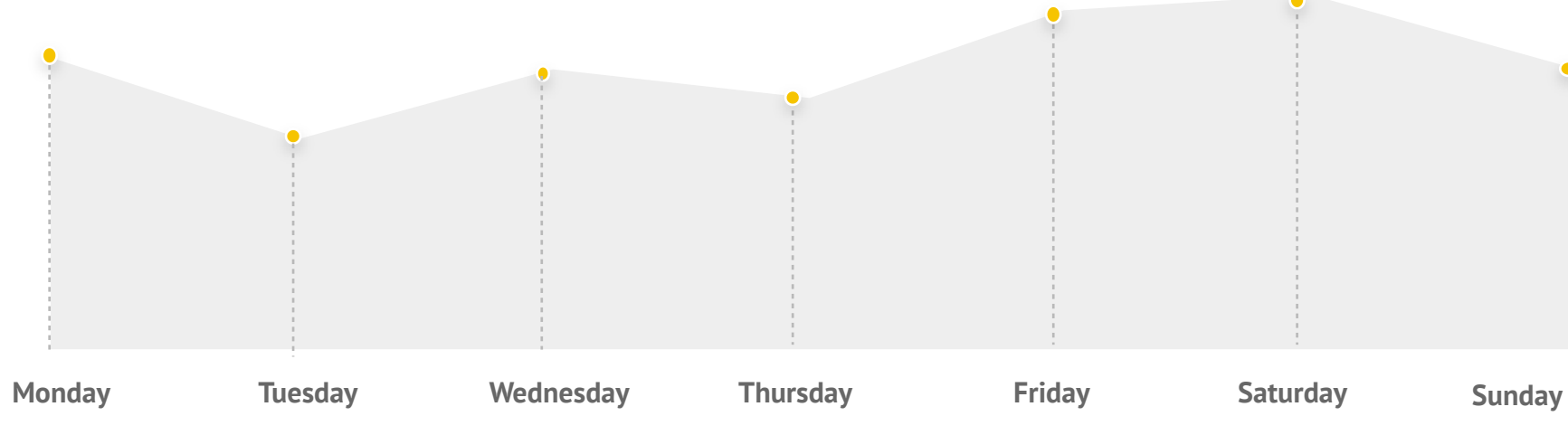


November main topic:

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

Weekly trend, per day, during the month



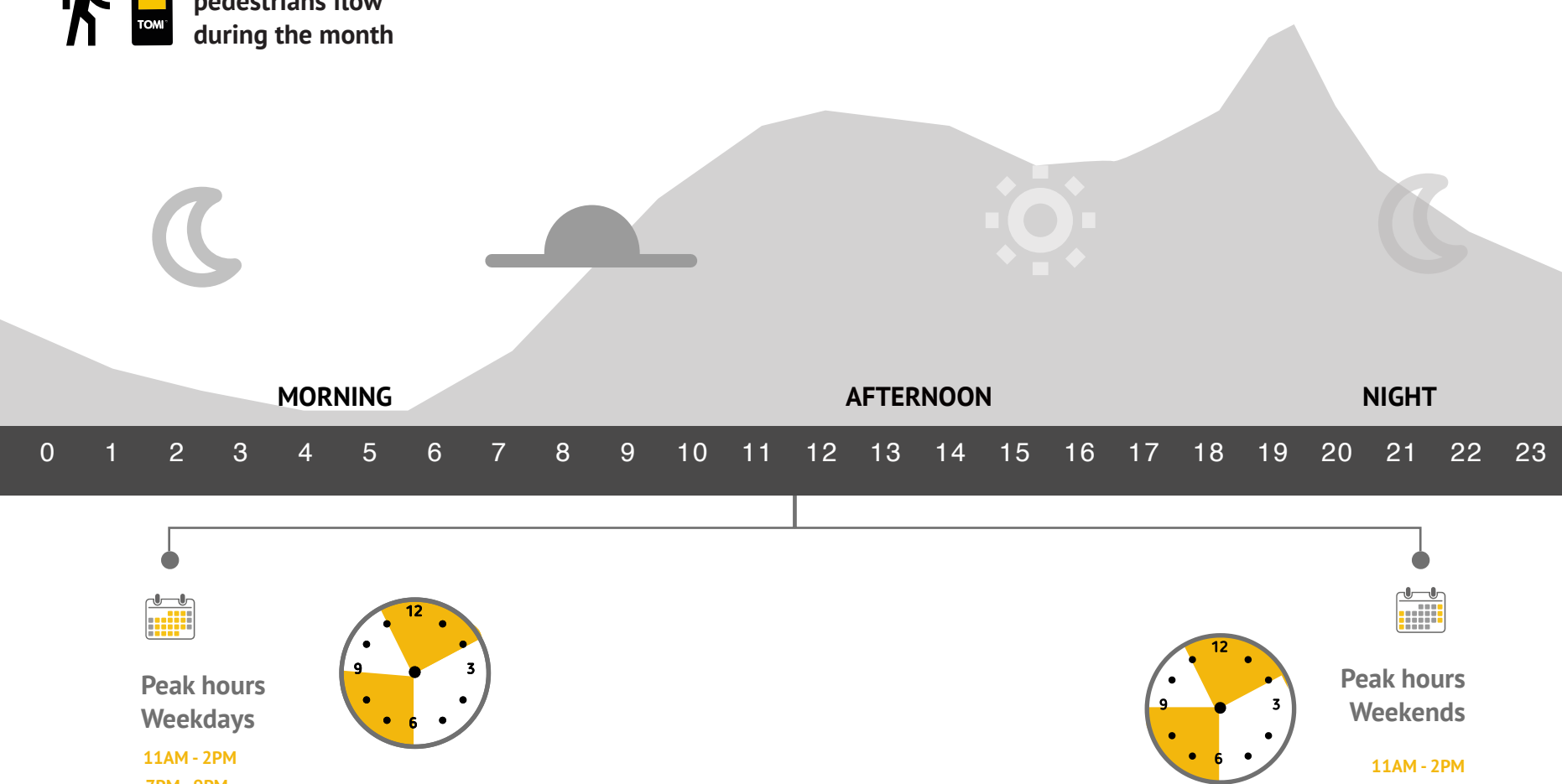
Bigger pedestrian flow at the end of the week and weekends

The trend of pedestrians data shows that it was higher at the end of the week, more specifically on Fridays, and at the weekends.

During the month, the peaks were recorded between 11 am and 2pm, and 7pm and 9pm.

HOURLY TREND

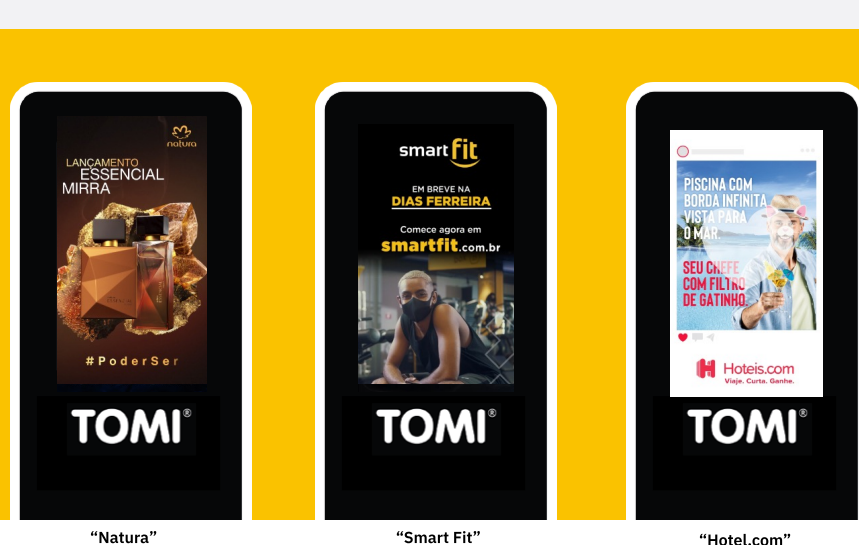
Average hours of pedestrians flow during the month



TOMI SMART MEDIA

Communication in the right place at the right time!

TOMI is the best media to communicate and to 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 November, the TOMIs that registered the highest number of pedestrians were in **Copacabana** neighborhood.

