

# TOMI was awarded at Disability Matters 2020

TOMI was awarded an Honoree in the Marketplace category at Disability Matters Europe 2020. This award represents TOMI's commitment to making cities accessible to all. TOMI had already been awarded in 2019 in the category of "Global Award for Leading the way in mainstreaming disability. Check more about the award here.

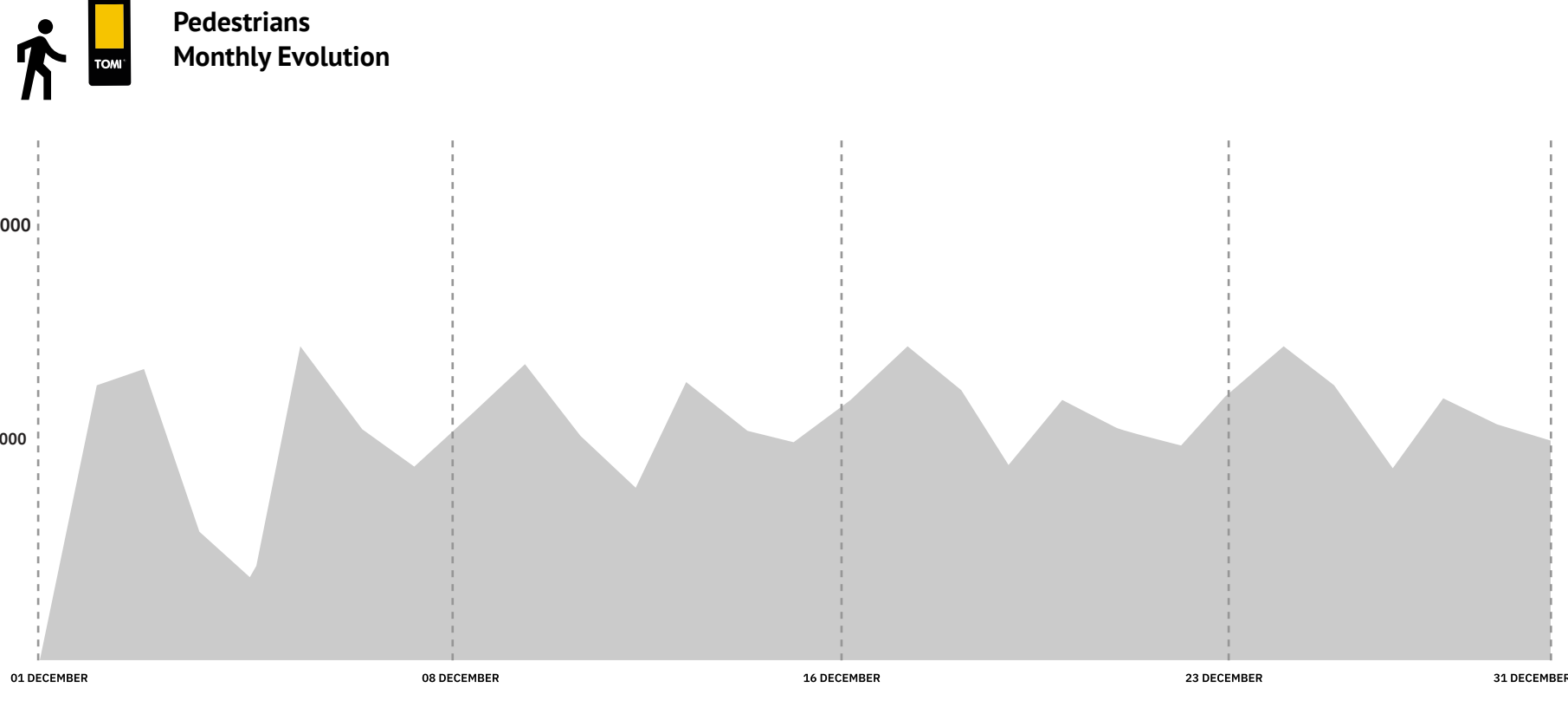


- #Real-Time
- #Alerts
- #Covid19
- #PedestrianData
- #ComputerVision
- #MachineLearning

## TOMI PEDESTRIAN DATA



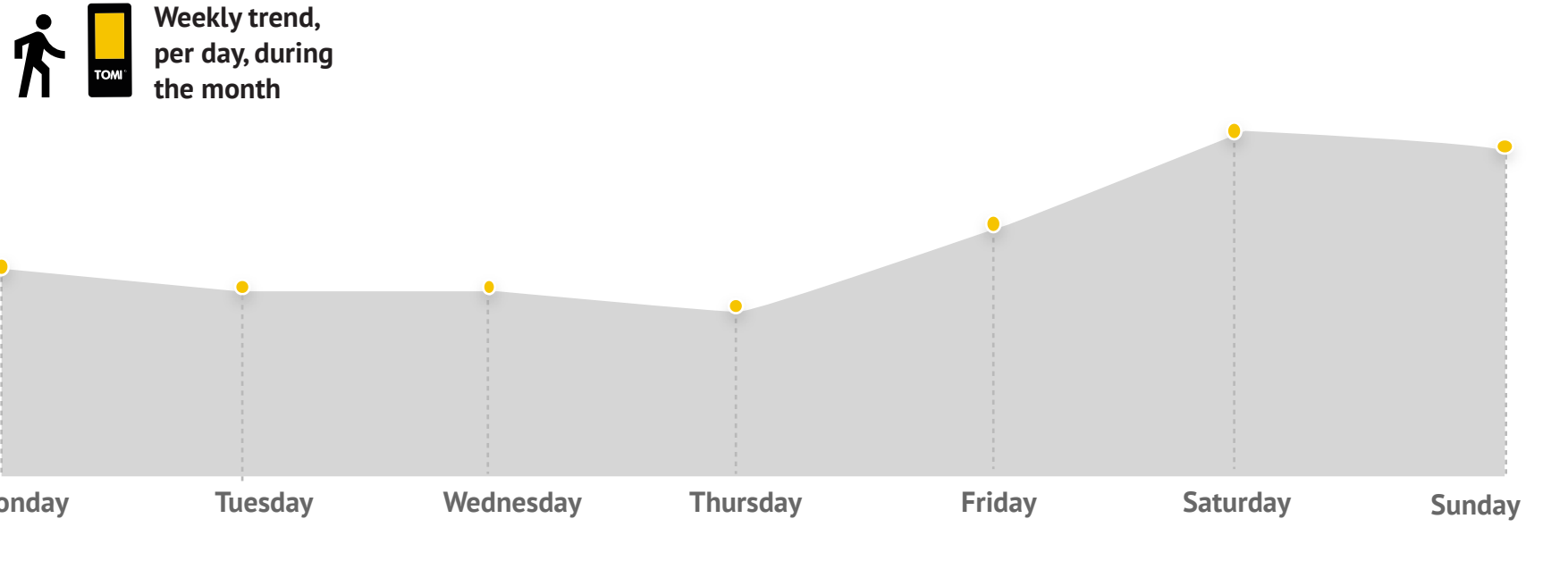
### MONTHLY TREND



#### December main topic:

The month of December was marked by the celebration of Christmas and the New Year. The trend continues similar to the last month, due to Covid-19 restrictions with the preventive measures still in place.

### WEEKLY TREND

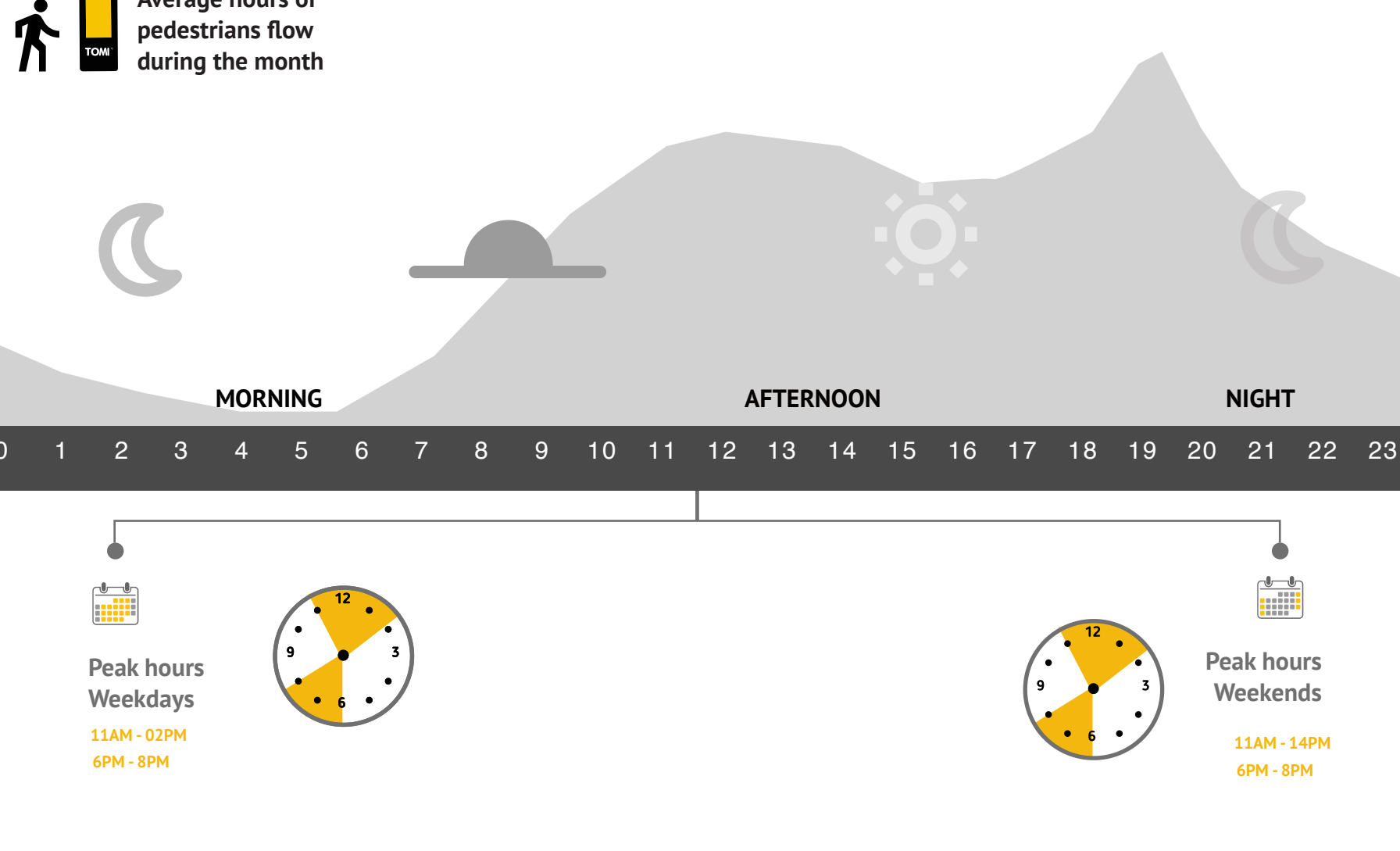


#### Higher pedestrian flows during the weekends

The flow of pedestrians registered a significant increase during the weekend, on Saturdays and Sundays.

Throughout the month, peaks were recorded between 11 am and 2pm, and between 6 pm and 8 pm.

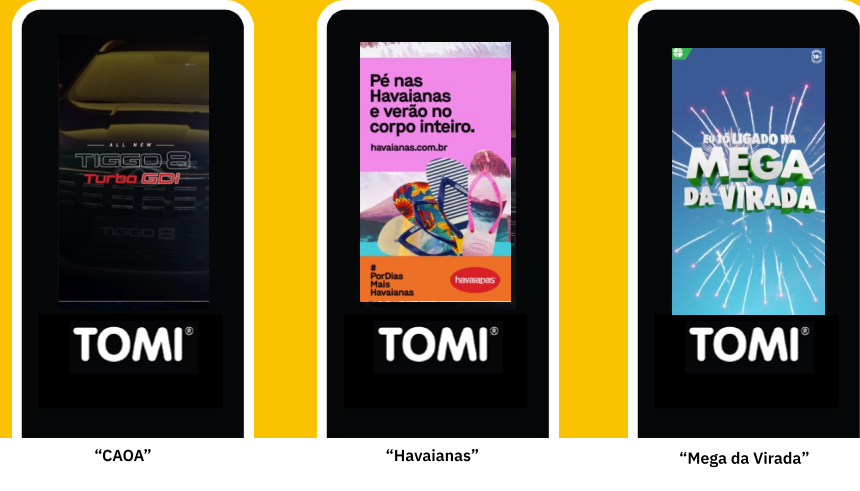
### HOURLY TREND



## 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 December , the TOMIs that registered the highest number of pedestrians were in **Copacabana** neighborhood.

