



New feature to detect mask usage

TOMI has a new technology that detects whether people are wearing the individual protection mask or not. This feature is the continuation of all the anti-covid technologies that TOMI has been developing over the past months. When a person is detected without a mask, TOMI displays a message advising them to use it.

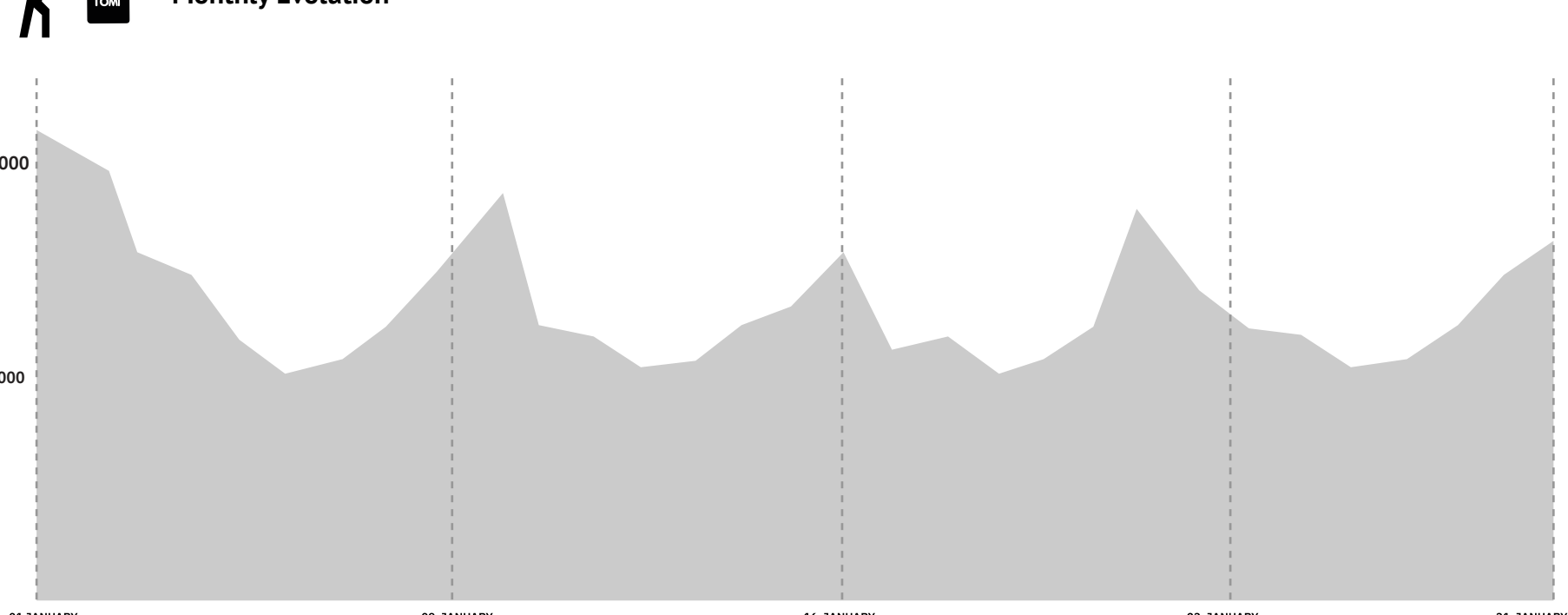
- #Real-Time
- #Alerts
- #Covid19
- #PedestrianData
- #ComputerVision
- #MachineLearning

TOMI PEDESTRIAN DATA



MONTHLY TREND

Pedestrians Monthly Evolution

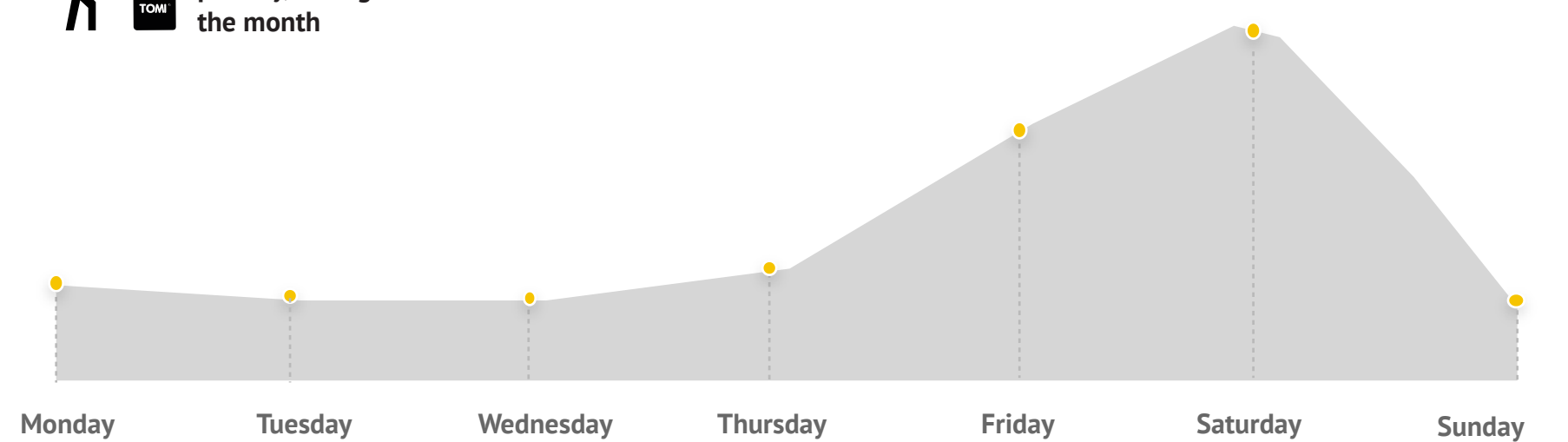


January main topic:

The trend continues similar to the last month, due to Covid-19 restrictions with the preventive measures still in place.

WEEKLY TREND

Weekly trend, per day, during the month



Higher pedestrian flows on Saturdays

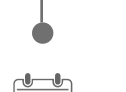
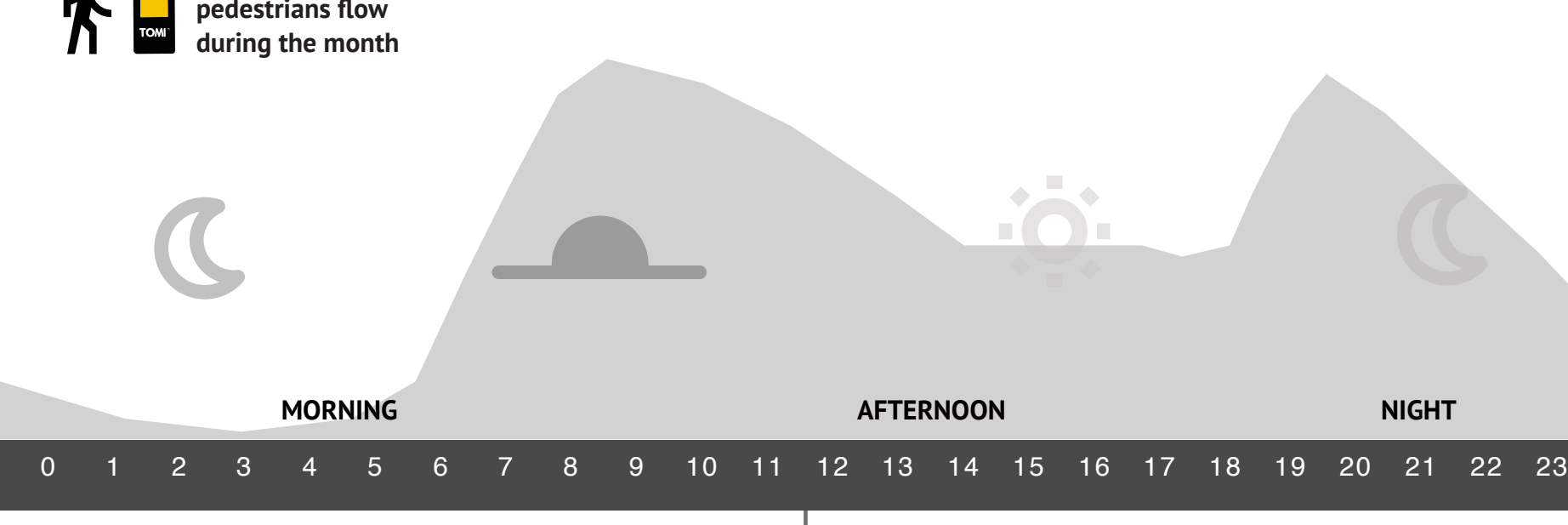
The flow of pedestrians increased slightly on Fridays and had a higher increase on Saturdays. In the remaining days, there was a lower and uniform flow.

During the month of January, the peaks were recorded between 8 am and 12 pm, and between 8pm and 10pm.

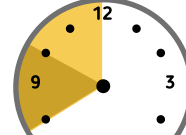
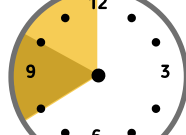


HOURLY TREND

Average hours of pedestrians flow during the month



Peak hours Weekdays
08AM - 12PM
8PM - 10PM

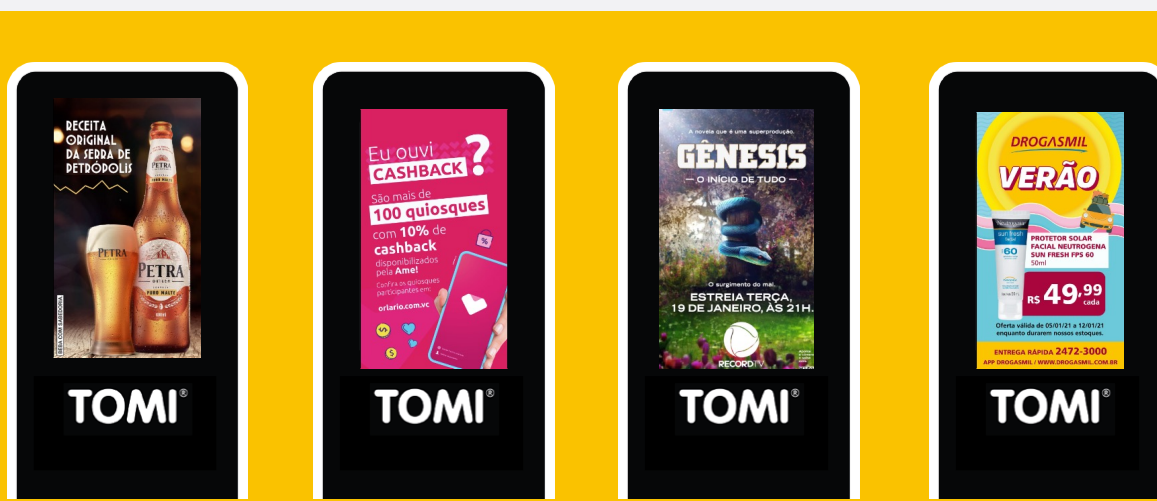


Peak hours Weekends
08AM - 12PM
8PM - 10PM

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.



"Cervejaria Petropolis"

"Ame Digital"

"Record"

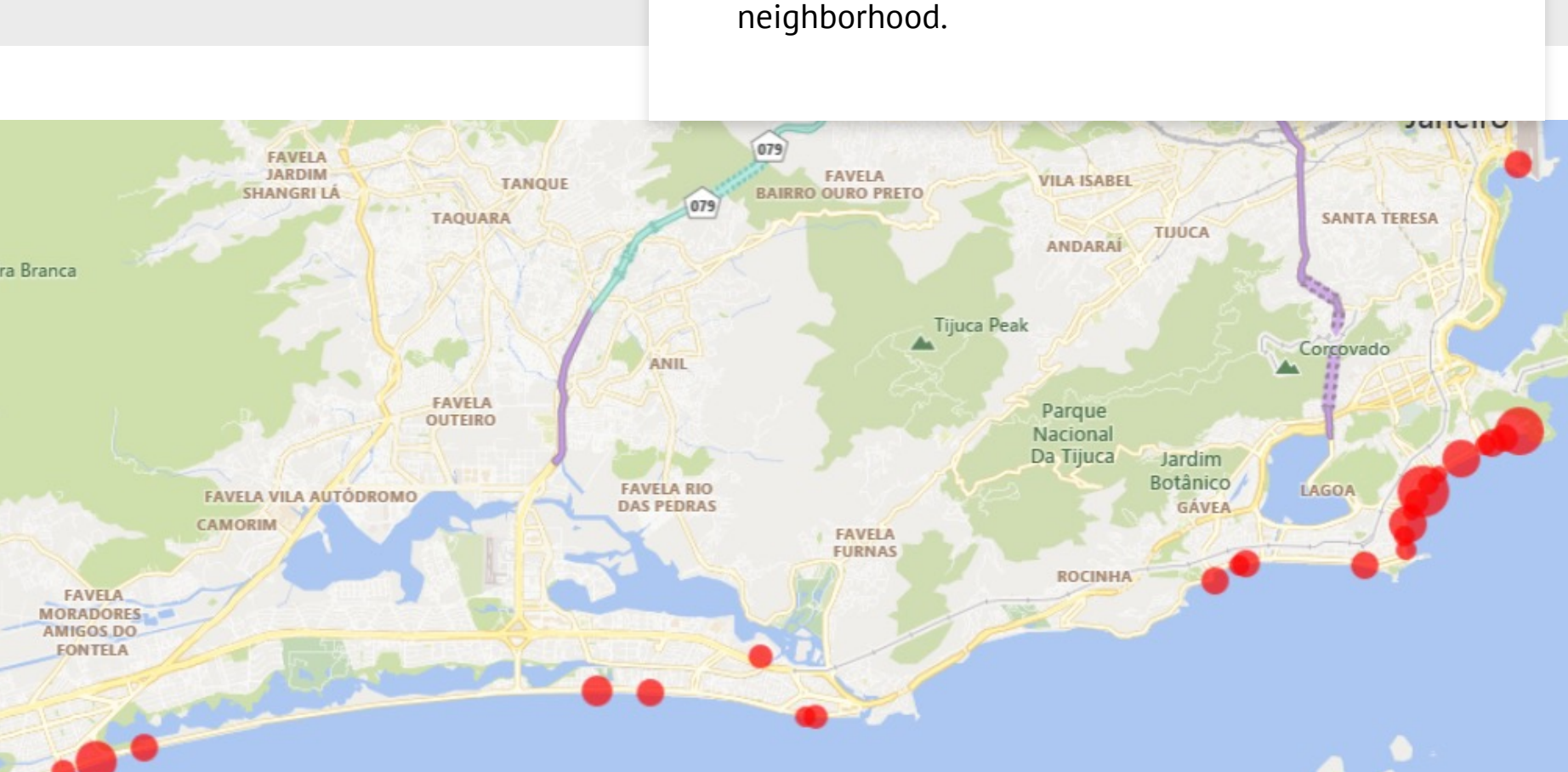
"Drogas Mil"

HEAT MAP

TOMI'S LOCATIONS

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

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



TOMI Keep in Touch!

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NEWSLETTER

