

# TOMI wins a new Award

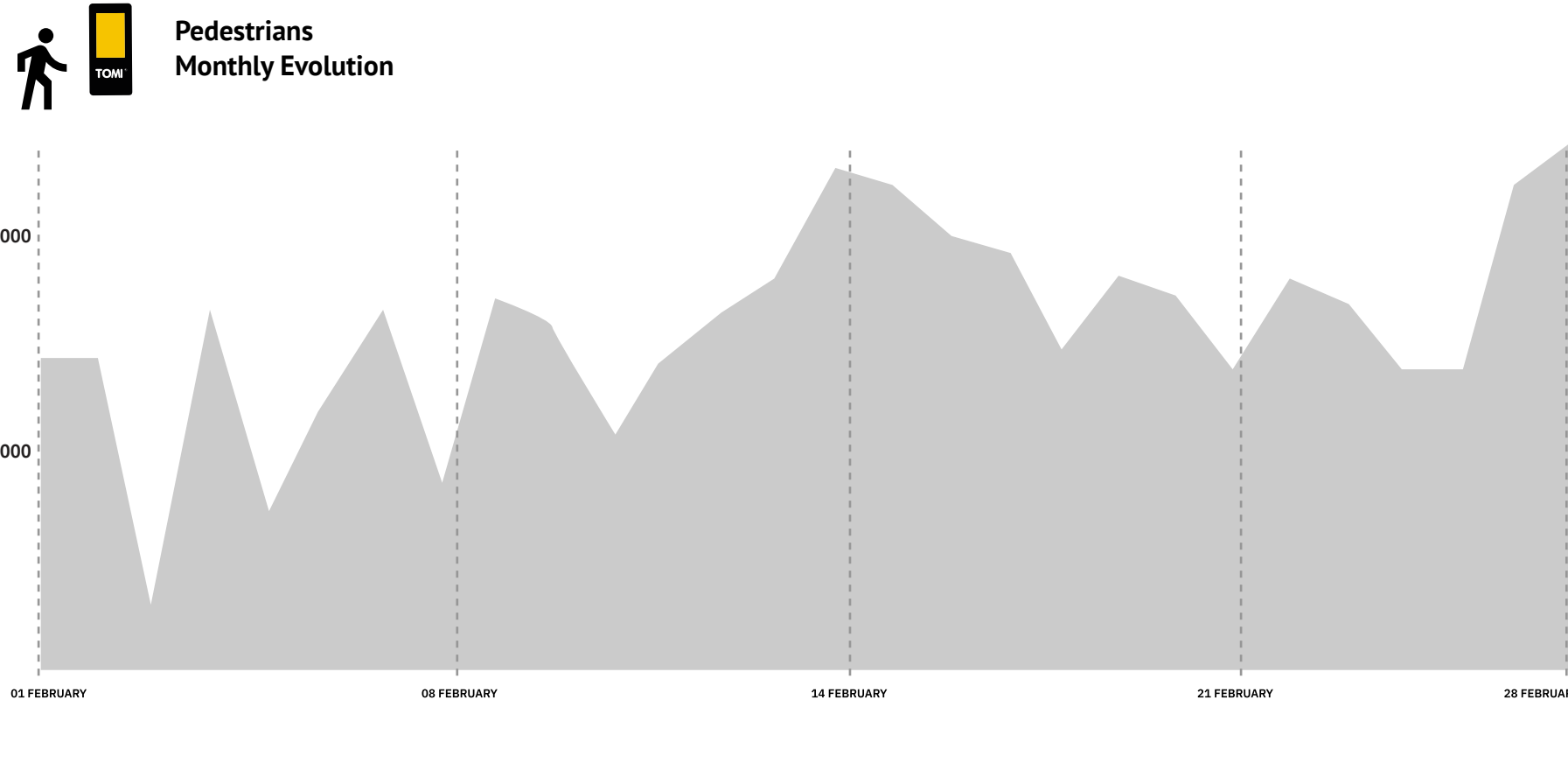
TOMI won a new Award of Interactive Urban Solution of The Year, given by Corporate LiveWire at Innovation & Excellence Awards. TOMI's innovative way of promoting information and helping citizens was awarded as the best interactive urban solution of the year.

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

## TOMI PEDESTRIAN DATA



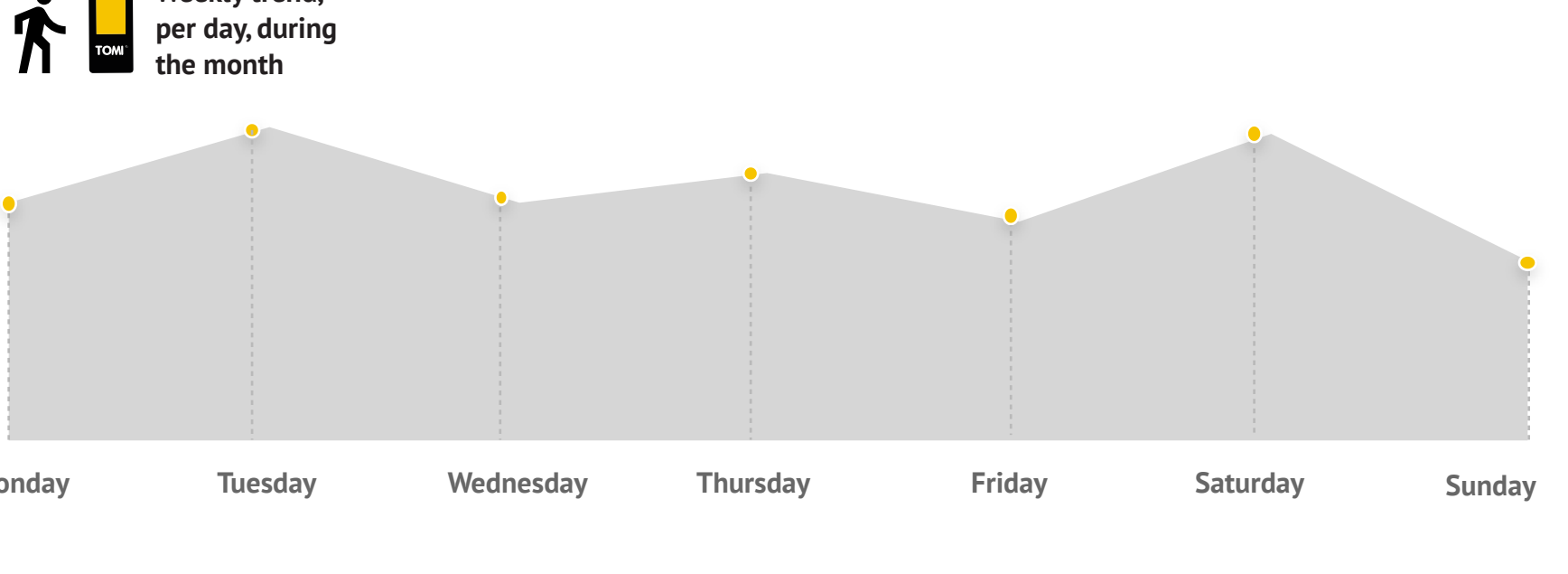
### MONTHLY TREND



#### February main topic:

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

### WEEKLY TREND

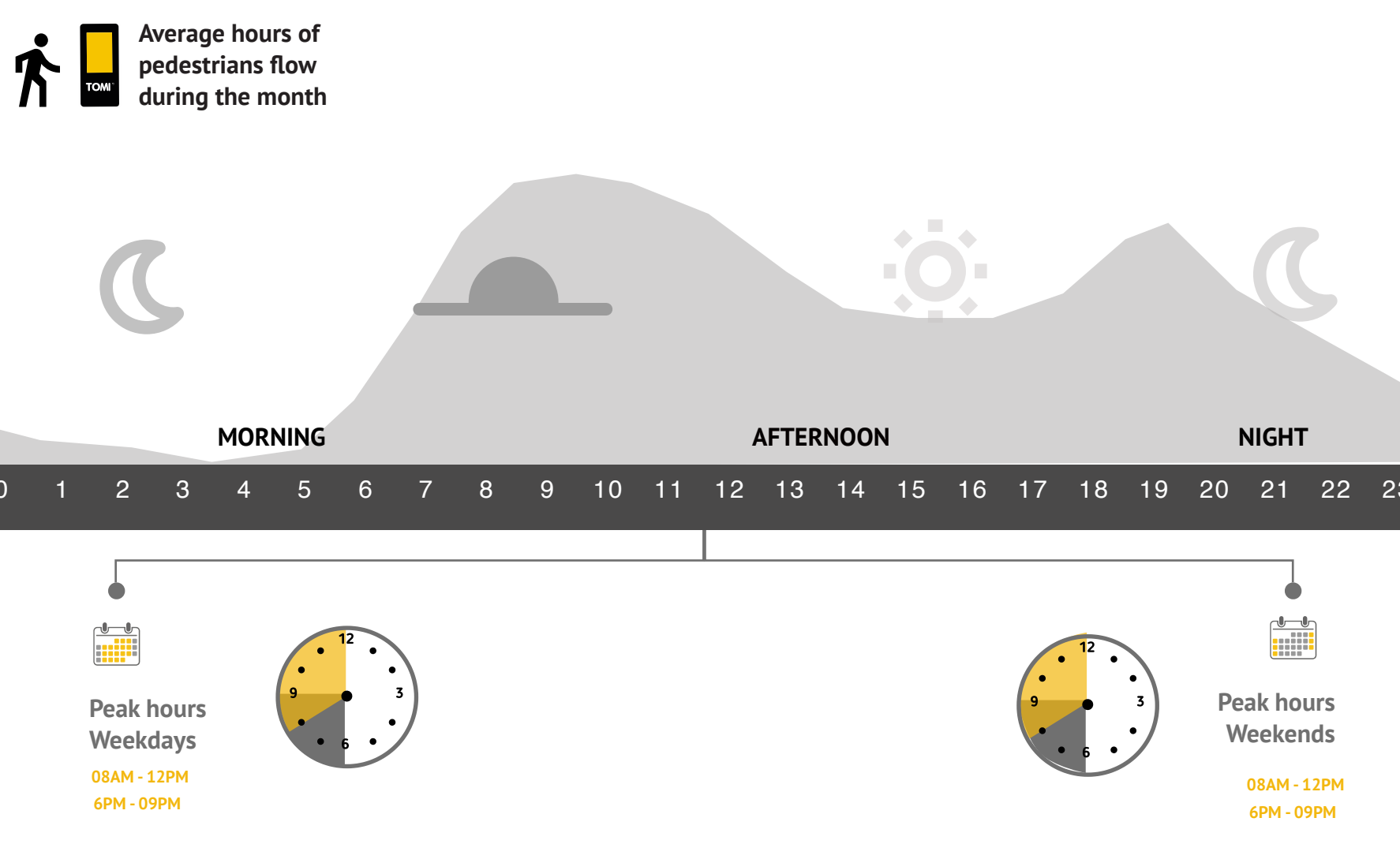


#### Higher pedestrian flows on Tuesdays and Saturdays

The flow of pedestrians increased slightly on Tuesdays and Saturdays. In the remaining days of the week there was a lower and uniform flow.

During the month of February, the peaks were recorded between 8 am and 12 pm, and between 6pm and 9pm.

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

