

ScreenWay

Hospitality 4.0

How ScreenWay is revolutionizing the guest experience and hotel efficiency

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In the modern hotel industry, every detail is crucial to the overall hospitality experience. ScreenWay transforms the traditional hotel environment into a dynamic experience by seamlessly integrating technology into the aesthetics of the hotel. This process begins in the lobby: personalized greetings and real-time information on weather, traffic or flight schedules turn the "first touchpoint" into a digital concierge. This proactive communication ensures a stress-free check-in and noticeably reduces the workload of the reception team, as recurring standard questions are answered automatically. The technology does not act as a foreign body, but as an empathetic host that offers the guest autonomy and guidance.

The guest's journey is perfected by an intelligent digital wayfinding system that transforms classic orientation into a positive discovery experience. Elegant digital steles and door signs not only guide visitors intuitively to conference rooms or the spa, but also use brilliant visuals to encourage them to use the in-house services. This is where ScreenWay

unfolds its full economic potential through strategic digital upselling: while guests linger in the elevator or lobby, seasonal menu highlights or exclusive wellness offers come into their field of vision. This form of visual presentation encourages spontaneous decisions and measurably increases per capita sales without being intrusive. Hoteliers retain full control via a central dashboard and can adjust offers at all locations in real time and without printing costs.

Ecological responsibility is also a key pillar of modern hospitality. ScreenWay sets a clear signal for sustainable communication by eliminating the enormous flood of paper from flyers, brochures and daily menu cards. This "green fingerprint" not only saves resources and logistics costs, but also strengthens the hotel's image as a responsible player among the environmentally conscious "Generation Green". Complemented by efficient back-of-house management that digitizes internal communication and employee appreciation, ScreenWay creates a holistically positive atmosphere. Thanks to local content caching, operational security is guaranteed at all times. A seamless, digital ambience in which luxury, efficiency and sustainability go hand in hand and not only inform guests, but also inspire them.