

ScreenWay

Digital kiosk

The hardware revolution for interactive digital signage from ScreenWay

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In an increasingly digitalized business world, ScreenWay is redefining the future of customer communication by focusing on the dialogue between brand and people. With the new Kiosk series, ScreenWay breaks down the barriers of traditional one-way communication and offers a complete integrated solution that seamlessly combines powerful hardware and intuitive software. This strategic approach marks the transition from mere information to genuine, valuable interaction at the point of interest.

ScreenWay's modern terminals act as a crucial bridge between physical presence and digital added value. Wherever customers today expect the speed and interactivity of their smartphones, these touchpoints offer immediate haptic added value. Whether as smart self-service in retail, as a digital reception in companies or as an interactive product advisor in

the hotel industry - ScreenWay solutions transform passive viewing into an active experience that strengthens brand loyalty in the long term.

A key advantage of ScreenWay is its consistent plug-and-play philosophy. The biggest obstacle of interactive systems, technical complexity, is completely eliminated as the terminals are supplied with pre-installed software. This reduces the time to commissioning to a minimum and enables companies to implement their interactive strategies immediately and without in-depth IT expertise. In contrast to conventional devices for private use, ScreenWay hardware is uncompromisingly designed for long-term commercial use. The robust displays are thermally optimized and equipped with tempered glass, which not only ensures maximum reliability, but also drastically reduces long-term operating costs.

The versatility of the different form factors allows precise adaptation to any spatial situation. While the compact tabletop units are ideal for checkout areas or trade fair stands, the large-format displays offer absolute freedom in terms of placement. Particularly noteworthy is the flexibility offered by battery-powered solutions, which make it possible to present interactive content where customer frequency is highest - completely independent of fixed power connections. Operators always retain full control via the central dashboard and can update campaigns or information worldwide in real time.

Beyond the improved customer experience, ScreenWay offers decisive strategic added value through measurable data. Every interaction provides valuable insights into which content arouses the greatest interest and how users behave at the point of sale. These insights enable continuous, data-supported optimization of the offering. Ultimately, the decision to use ScreenWay is an investment in the future viability of physical locations. By merging hardware and software into a harmonious unit, ScreenWay sets new standards for communication that not only informs, but really touches.