

NEWS

The renaissance of the terminal with digital concierges

How displays with AI are revolutionizing corporate communication

4 March 2026, Tobias Engl



In the digital landscape of 2026, the ability to communicate precisely and individually has become a decisive success factor for companies. Technological change has transformed one industry in particular: Digital signage. While screens in public spaces were long regarded as static one-way streets of information, the implementation of artificial intelligence marks the turning point towards empathetic, intelligent communication platforms. At the forefront of this movement is ScreenWay, a provider that shows how smart app architectures and learning algorithms are fundamentally changing the screen medium.

The core of this revolution lies in individual personalization. Where previously the "watering can principle" prevailed and content was played out unspecifically to a broad mass, today ScreenWay's AI engine acts as the strategic brain behind every display. Through real-time analysis of user data such as location, time and demographic characteristics, the system recognizes patterns and segments users in fractions of a second. This dynamic content adaptation ensures that the relevance of the messages shown is maximized. Whether young technology enthusiasts, families or business people - the AI ensures that wastage is minimized and attention is significantly increased through tailored offers.

However, ScreenWay's intelligence goes far beyond the passive display of content. A central argument for the integration of AI in modern apps is the creation of a new dimension of interactivity. By integrating speech recognition and intelligent chatbots that operate at the performance level of systems such as IBM Watson, the terminal is transformed into a proactive assistant. Users enter into a real dialog with the system, call up information by touch or voice command or are guided through complex service processes. This development not only massively increases accessibility, but also relieves the burden on on-site staff in the long term, as routine requests are processed automatically and precisely.

Another key advantage of this smart technology is its ability to anticipate. Thanks to predictive analytics and continuous machine learning, ScreenWay's AI recognizes which content is most effective under which conditions - for example, in specific weather conditions or at certain times of day. The system learns from every interaction: successful campaigns are reinforced, while less effective content is optimized or replaced in real time. This proactive content management makes corporate communication more lively and sustainable, as resources can be used in a more targeted manner.

The technological depth of ScreenWay is also evident in its seamless integration into existing company processes. Data streams from CRM systems, calendars or collaboration tools such as Microsoft Teams are harmoniously merged via a modular cloud architecture. This enables globally active companies to use digital signage solutions with AI from ScreenWay not only as a marketing tool, but also as a strategic management instrument, e.g. for real-time project dashboards or the display of CEO messages. The fact that the highest data protection standards in accordance with the EU AI Act are adhered to, with sensitive data often being processed locally using edge AI, underlines the future viability of the concept.

In summary, the combination of innovative hardware and intelligent software sets new standards for the digital world. The result is a living information ecosystem that reacts flexibly to its environment and creates an unparalleled customer experience. Companies that rely on these AI-supported solutions from ScreenWay gain far more than just an advertising space: they secure a decisive competitive advantage through communication that is not only digital, but above all intelligent, personal and deeply relevant.