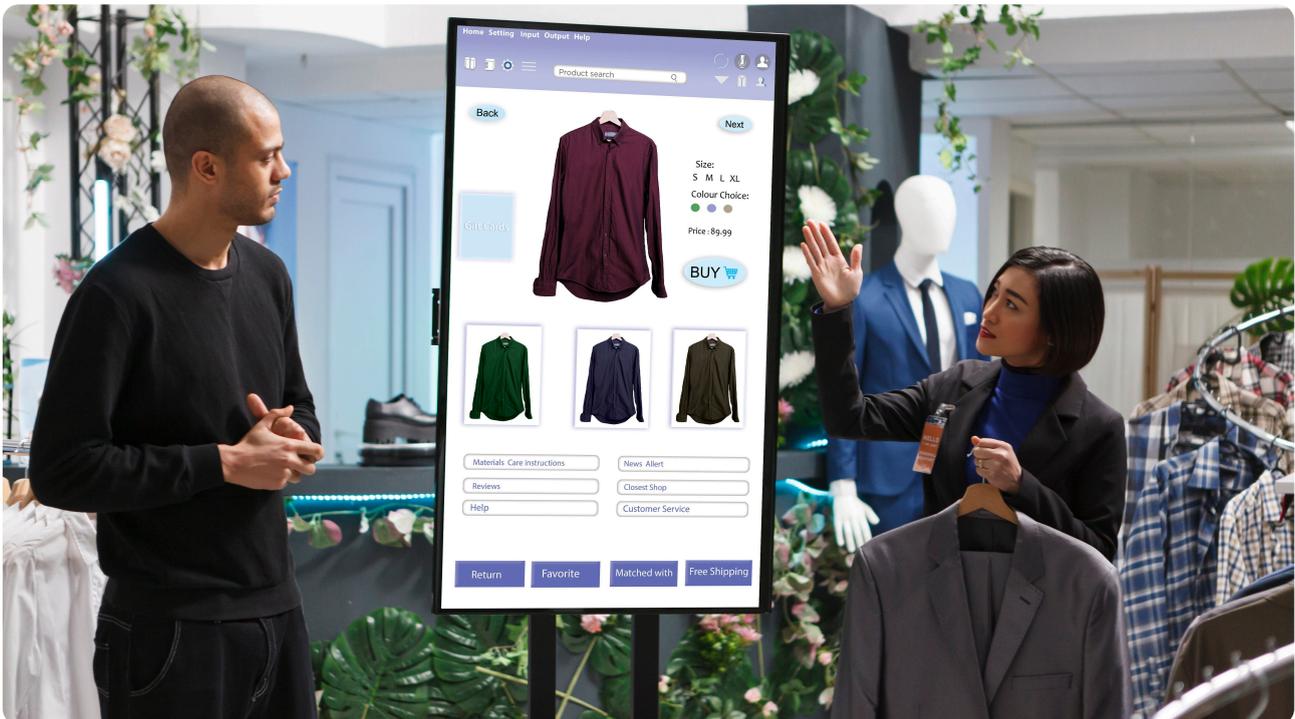


NEWS

Digital signage for SMEs

The strategic turning point for growth and operational excellence

9 March 2026, Tobias Engl



In modern business management, digital infrastructure marks the decisive turning point for small and medium-sized enterprises (SMEs) to make the leap from static information to dynamic interaction. While professional visibility and efficient customer engagement used to often require immense budgets and external agencies, the combination of cloud-based software like ScreenWay and affordable hardware like the Raspberry Pi democratizes access to high-end communication. Today, digital signage is far more than a trend; it is a strategic management tool that massively increases a company's flexibility. In a volatile market environment, it allows SMEs to adapt their messages in real time - be it for short-term sales promotions, updating digital menu boards or integrating social media feeds - ensuring relevance to the customer at all times.

This technological change leads to a significant reduction in operating costs, as the entire life cycle of an advertising message is digitized. The traditional process of designing, printing, sending and manually exchanging posters is replaced by a central mouse click, which not only eliminates printing costs but also frees up valuable human resources for the core business. The automation of information flows, for example via the native connection to Google Drive or project

management tools such as Smartsheet, transforms the obligation to collect information into an obligation to provide visibility. This not only ensures measurable sales increases of up to 30% at the point of sale, but also strengthens the corporate culture internally by making important key figures and team successes present and tangible for all employees.

Ultimately, digital signage offers a scalability that corresponds perfectly with the business success of an SME. A company can start with a single strategically placed screen and organically expand its network to multiple locations without a proportional increase in administrative overhead. Centralized remote management guarantees consistent brand management and maximum reliability through local content caching. By transforming passive spaces into active communication channels, ScreenWay gives SMEs a modern, professional voice that stands out from the competition. The switch from analog to digital is therefore not only an aesthetic upgrade, but also an economically smart investment in the agility and future-proofing of the entire company.