

NEWS

Digital evolution of gastronomy

Increased sales and experiences in the restaurant with ScreenWay

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In the modern restaurant industry of 2026, digital signage has long since evolved from a simple digital menu card to a highly complex, strategic sales and analysis tool. The core of this change lies in the realization that technical innovation only bears fruit if it understands and addresses the profound psychological mechanisms of the guest. ScreenWay acts as the intelligent operating system that translates scientific knowledge about human behavior at the point of sale directly into measurable sales growth.

A decisive factor for the success of digital installations is their strategic placement in the room, which must be strictly oriented towards the guest's "agenda". As scientific studies* by LMU Munich show, visitors only perceive information when they are not occupied with more urgent tasks, such as searching for a table or making a payment. ScreenWay solves this problem through precise location analysis. While short, visual impulses in the entrance area use the "primacy effect" to make a positive first impression, the systems unfold their full effect in the zones of voluntary lingering - for example in the seating area or on the relaxed way back from the checkroom. Here, guests are ready to engage with atmospheric content, which forms the basis for successful customer communication.

Beyond pure information, ScreenWay uses the psychology of "appetite appeal" and emotional priming. High-resolution videos of steaming food or perfectly staged drinks stimulate the brain's reward center far more intensely than static text. This visual seduction not only leads to spontaneous buying impulses, but has also been proven to influence price elasticity: guests who are in a positive mood due to high-quality contextual stimuli show up to 16% more desire for products and accept price mark-ups of around 10% without hesitation. In traditional or rustic establishments in particular, ScreenWay creates a bridge to modernity and appeals to new, urban target groups without losing the original charm of the establishment.

Another strategic advantage lies in the dynamic management of capacity utilization. In contrast to retail, the aim in the hospitality industry is not maximum dwell time, but efficient capacity utilization and high consumption per unit of time. ScreenWay enables intelligent "dayparting", in which content is automatically adapted to the time of day, the weather or stock levels. In quiet afternoon hours, the system entices customers to linger with coffee specialties, while quick meals are advertised at lunchtime to optimize table throughput. Even the occupancy rate on structurally weak days can be increased by the system specifically pointing out upcoming events or weekend specials during a guest's high mood and thus preparing the next visit at the moment of highest satisfaction.

The crowning glory of the ScreenWay strategy is the consideration of the "recency effect". As the human brain gives the greatest weighting to the end of an event, ScreenWay specifically places emotional farewell messages in the exit area. A heartfelt thank you or an outlook on future moments of enjoyment overrides the potentially negative moment of payment. This final, positive point of contact ensures that the guest leaves the restaurant with a feeling of appreciation and significantly increases the likelihood of a repeat visit. All in all, ScreenWay transforms digital signage from a visual add-on to a science-based growth engine that can sustainably increase sales by 15 % to 30 %.

* Dissertation, LMU 2010, *Digital signage - advertising communication at the point of sale on flat screens. Theoretical background, tasks and impact measurements.*

