

NEWS

"Cosmopolitan city with a digital heart"

Where veal sausage meets digital innovation

27 March 2026, Tobias Engl



Munich is a meeting place. Whether locals strolling through the Glockenbachviertel, business travelers at the trade fair Munich or tourists from all over the world in Kaufingerstraße - the target groups are as diverse as the city itself. Digital signage from ScreenWay enables you to pick up these people exactly where they are.

Imagine an upmarket fashion store on Maximilianstrasse: While static mannequins often appear rigid, our brightly lit window displays bring your collection to life. They show flowing fabrics in 4K resolution that remain brilliant even in direct sunlight. In the busy Sendlinger Straße, on the other hand, our digital customer stoppers ensure that passers-by don't just walk past. A short, dynamic video of a steaming coffee or an exclusive daily special attracts attention much more effectively than any handwritten board.

The variety of ScreenWay solutions for the Isar metropolis

ScreenWay offers a broad portfolio of specialized solutions to meet the different requirements of the Munich-based industries:

1. interactive kiosk systems and information terminals

In a city with as much history and culture as Munich, information is key. In hotel lobbies around the central station, our touch terminals serve as a digital concierge. Guests can make their own restaurant reservations, call up MVV timetables in real time or view excursion tips for the English Garden.

2. digital menu boards for the Munich restaurant trade

From the traditional beer garden at the Chinese Tower to the modern bistro in the Werksviertel: our digital menu boards are revolutionizing food presentation. Change prices or daily specials in seconds and present your dishes in such an appetizing way that your guests' mouths are watering just looking at them.

3. wayfinding - digital wayfinding systems

Large office complexes in Bogenhausen or museums in the Kunstareal benefit from our intelligent wayfinding systems. ScreenWay installs interactive maps that show visitors the quickest way to their destination - barrier-free and in several languages on request, in keeping with the cosmopolitan spirit of the "cosmopolitan city with a heart".

4. impressive LED video walls

LED video walls are the first choice for the maximum "wow effect" in flagship stores or at events in the Olympic Hall. They offer a seamless image surface of monumental size that makes your brand message highly visible and strengthens the emotional bond with your customers.

Technology that inspires: hardware and CMS from ScreenWay

The success of digital signage stands and falls with reliability. ScreenWay relies on industrial digital signage players that are designed for 24/7 continuous operation. However, the heart of your installation is our content management software (CMS).

With this cloud-based system, you can conveniently control your content from anywhere - whether from your office in the **Lehel** or on the move via tablet. You can plan playlists, play out time-controlled content (e.g. business lunch offers at lunchtime, after-work events in the evening) and even integrate social media feeds from Instagram or LinkedIn directly. This keeps your communication up-to-date and authentic.

Measurable success through data analysis

ScreenWay goes one step further: we make your advertising measurable. By integrating sensors and analysis tools, you gain valuable insights into the behavior of your customers in Munich. How many people actually looked at the display in the Tal-Passage? How long did they spend there? This data helps you to continuously optimize your campaigns and precisely determine the return on investment (ROI) of your marketing measures.

The ScreenWay 1-Stop Solution: Personal and Regional

We are convinced that excellent service requires proximity. That's why ScreenWay offers a very personal approach for Munich-based companies:

- 1. Individual advice on site:** We analyze your premises and walkways directly in Munich.

2. **Creative content production:** Our designers create content that captures the "Munich spirit" and perfectly showcases your brand.
3. **Professional installation:** Our technicians ensure a clean installation including the necessary network technology.
4. **Support and maintenance:** We won't leave you on your own. With our service package, we guarantee smooth processes and regular system updates.

Make your company shine! Munich likes you - and with digital signage from ScreenWay, your customers will love your business. Contact us today for a no-obligation consultation and let's take the first step towards your digital future together.