

NEWS

Digital signage apps - 2026 trend for companies

Flexible, interactive and sustainable communication with innovative apps and intelligent solutions

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In the dynamic world of modern corporate communication, ScreenWay marks the decisive transition from mere digital display to a highly intelligent, operational infrastructure. While the digital signage market today has a multitude of providers that make it easier to get started with user-friendly interfaces and basic functions such as media players or social media feeds, ScreenWay goes a decisive step further. The platform positions itself not only for content and as a tool for content management, but also as a modular business hub that combines technological innovation with strategic utility value.

A key unique selling point of ScreenWay is the deep integration of artificial intelligence, which enables the personalization of content in real time. In contrast to static playlists, ScreenWay's messages automatically adapt to different target groups and contexts, which drastically increases relevance and attention. This technological intelligence is

complemented by a modular app architecture that allows companies to choose exactly the building blocks they need - be it the connection to professional project management tools such as Smartsheet, the integration of HR systems for automated employee appraisal or interactive touchscreen applications for the point of sale.

Thanks to cloud-based control, ScreenWay transforms physical communication into an agile process. Content can be updated across locations at the click of a mouse, transforming the obligation to fetch information into an obligation to deliver visibility. This is particularly important in industries such as retail, hospitality or healthcare, where real-time updates of menus, waiting times or safety warnings have a direct impact on operational efficiency. ScreenWay consistently focuses on sustainability: by using energy-efficient hardware such as the Raspberry Pi and completely eliminating printing costs for posters and flyers, the digital transformation is also an ecological gain.

In addition, ScreenWay responds to the trends of 2026 by breaking down the barriers between the physical office and the digital workplace. The seamless connection with collaboration tools such as Microsoft Teams or Slack ensures that information flows where the teams work. The result is a consistent, transparent and appreciative corporate culture that actively involves both customers and employees. Ultimately, ScreenWay offers far more than just an app library - it provides a future-proof platform for companies that not only want to digitize their communication, but also use it as a strategic competitive advantage.