# NEWS

## The future belongs to screens you can't see

The era of the invisible interface - when the hardware disappears

24 April 2026, Tobias Engl

It's Saturday morning, half past nine. A customer strolls past a fashion boutique, stops for a moment - and looks. Softly animated images appear in the shop window: the new summer dress in three colors, combined with matching accessories, including a special discount, valid today only. The window itself appears untouched, clear, inviting. And yet it works. What sounds like a scene from a future movie is now reality. Transparent OLED displays transform glass surfaces into lively communication media - without encumbering the room, without blocking lines of sight, without disturbing the atmosphere.

Digital signage has reached a remarkable level of maturity in recent years. The global market was estimated at around 29 billion US dollars in 2024 and is expected to grow to over 57 billion by 2035. In Europe, annual growth is over 17 percent. But the real revolution is not the growth - it is the quality. Modern displays are sharper, brighter and more energy-efficient than ever before. And with the advent of transparent technologies, the display itself is becoming invisible: the message comes to the fore, the wearer recedes into the background.

*A shop window that is both transparent and playable - that's not magic. This is the current state of the art.*

Transparent OLED screens, such as those offered by LG and Samsung in commercial sizes up to 77 inches since 2024, achieve a transparency of 40 to 55% with razor-sharp 4K resolution. They can be integrated into shop windows, used as refrigerated display cabinet doors or as room dividers in offices and hotels. In addition, transparent LED mesh screens, which allow up to 90 percent of the light to pass through, open up completely new possibilities for building façades and large surfaces. And since fall 2025, there has been another category: hololuminescent displays that convert ordinary 2D video material into lifelike 3D holograms - without special software or a 3D pipeline. Anyone who sees such screens stops in their tracks. And that is precisely the point.

**Why standing still is not enough - and where software makes the difference**

An impressive screen is a good start. But it takes the right software to turn an expensive glass frame into a real competitive advantage. This is where ScreenWay comes in. The platform connects displays of all kinds - whether classic LED wall, transparent OLED panel or hologram kiosk - with the data and systems that a company already uses. Booking management,Information system, cash register system,Calendar function:

ScreenWay synchronizes with over 50 integrations and ensures that the right content appears in the right place at the right time - fully automatically, without manual intervention.

What this means in concrete terms: a restaurant operator changes the price of his dish of the day once at the till - and the menu screen displays it correctly in seconds. A hotel greets arriving guests by name because ScreenWay evaluates the PMS system. A doctor's surgery automatically plays explanatory videos in the waiting room, e.g. on current vaccination campaigns, as soon as the fall begins. And if the fire alarm goes off in an office, ScreenWay overrides all screens simultaneously with a single click - regardless of whether there are one, a hundred or a thousand.

The platform is deliberately designed so that it does not require any IT knowledge. The first screen is up and running in under 30 minutes. Over 300 industry-specific templates immediately deliver professional-looking content - without an agency or graphics program. And if you grow, you don't have to change: ScreenWay manages a single display in a doctor's surgery just as easily as a network with 1,000 screens in 200 branches.

*The question is no longer whether digital signage is worthwhile. The question is whether you can afford to wait.*

**From today to 2050: the development that has long since begun**

What starts today with transparent OLED screens and AI-supported personalization will accelerate in the coming years. By 2030, transparent displays will go from premium product to standard - shop windows, glass partitions and refrigerated display cases will be able to display content as a matter of course. The market for transparent displays alone is expected to grow to over 65 billion US dollars by 2035, with annual growth of more than 31%. A little later, around 2036, augmented reality glasses will become a mass product: from this moment on, companies will have two parallel information channels - the physical screen for all visitors and a digital overlay for users with AR glasses. The platforms that can use both channels from a single source will define the market. And in the longer term - around 2045 and beyond - the concept of the screen will disappear completely: Every surface, every wall, every window will potentially become an information carrier. The software that controls this will become the operating system layer of the physical world.

ScreenWay is built for precisely this approach. The platform does not think in terms of devices, but in terms of channels. Not in screens, but in messages. Those who start with ScreenWay today - whether with a single transparent display in the shop window or with a networked store network - are positioning themselves for a development that is only just

gaining momentum. And if you wait, you will soon be looking at competitors whose shop windows have long been talking.