

NEWS

ScreenWay with new AI functions - MCP and Skills

Control digital signage with an AI assistant

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Anyone who manages digital signage on a daily basis knows the tension. Content should always be up to date, promotions should appear on the right screens at short notice and at the same time nothing should reach the wrong location. In practice, this means many individual steps... Uploading media, setting up a layout, checking the preview, assigning programs and finally checking whether all screens are really being used correctly. From this week onwards, this process will be much shorter in ScreenWay.

New access to ScreenWay Studio

With the MCP server and a growing collection of skills, ScreenWay Studio can now be operated directly with AI assistants. MCP, the Model Context Protocol, is an open interface through which modern assistants can talk to business applications in an authorized manner. For ScreenWay, this means that instead of operating an interface manually, users

describe their goal in natural language and the assistant carries out the necessary steps. Traceable, verified and with clearly defined rights.

The bandwidth is far-reaching. Using the ScreenWay MCP server, connected assistants can upload media to the gallery, check existing assets, display programs, list screens, assign content, send notifications and prepare or render designer projects. For teams that manage multiple locations, seasonal campaigns or frequently changing campaign content, this is a noticeable relief.

"Half an hour of clicking turns into a guided dialog and a clear handover to those responsible within minutes."

How this works in everyday life

A typical case: A clinic group wants to draw its patients' attention to a new preventive care consultation on all reception screens. Instead of sorting images themselves, building a layout and assigning programs manually, the marketing department briefly describes the request to the assistant via Prompt. The assistant creates the appropriate media in the gallery, builds a designer project in the usual clinic layout, renders a preview for approval and assigns the finished program to the desired reception screens. Half an hour of clicking turns into a guided dialog with a clear handover to those responsible.

This works in all areas of application, whether in hotels, retail or gastronomy. A hotel chain can display daily event information on lobby screens without the reception desk having to operate the platform itself. A bakery can coordinate weekly specials across all branches without having to maintain each branch individually. An agency can prepare variants for several customers in parallel and make them available for approval. In all cases, ScreenWay remains the leading platform. The assistant takes over the recurring preparation and distribution work.

Skills: keeping technical expertise consistent

The skills that are introduced in parallel to the MCP server make these workflows reliable. A skill describes how a task is completed correctly in the ScreenWay world. How a designer project should be structured, which formats and resolutions make sense for 4K screens, how brand colors and typography are used consistently, or how a design is visually checked before approval. This means that not only the technical interface remains accessible, but also the professional expertise behind a good result.

What is changing for teams

This shifts the focus of work for companies. Routine steps are taken over by the assistant. Marketing can roll out campaigns faster, operations can see on demand which screens are currently online and support can provide more targeted help because status, programs and content can be queried directly. The time saved is spent where it counts, on content that actually reaches guests, patients or customers.

Control remains with humans

What is important here is that AI does not replace humans, but rather relieves them. ScreenWay remains the central platform for content, rights and playout. Access can be specifically assigned per assistant, every step is traceable and critical actions can still be approved by humans. The assistant becomes a productive tool for preparing, checking and executing. Without having to relinquish control over content and locations.

With MCP and Skills, ScreenWay is consistently opening up to the next generation of digital working methods. Digital signage can now be operated not only via a dashboard, but also via natural language, clearly described workflows and repeatable processes. For teams that want to grow with the number of their locations, roll out campaigns faster and orchestrate content better, a new operating level is created. Closely interlinked with what ScreenWay stands for - reliability, brand management and attention at the point of interest.

Talk to us

Would you like to connect ScreenWay Studio with your AI assistants or build your own skills for your team? Talk to us and we'll show you which workflows can be automated in a way that makes sense for your use case.

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