

NEWS

Pleasant, patient showroom

How digital signage in a car dealership turns a salesroom into a place where people really make choices

20 May 2026, Tobias Engl



Twenty-nine years, 312,594 kilometers, a steering wheel on which the plastic has bulged where Mr. Voss put his hand down. He hasn't bought a car since 1997 and has no idea how it works today, but he won't tell anyone. In the past, he would have been greeted with a friendly "Can I help you?" in a tone of voice that could mean many things. Today, however, there is a screen in the entrance that does not attack him. A calm greeting, today's test drive slots, a hint that the coffee at the back left is free. No pop-ups, no competition - just the friendly information that this room is waiting for him, not the other way around. Mr. Voss goes to the left first. His strategy has always been to have the coffee first and let the atmosphere take effect.

Small steles stand between the models. Mr. Voss stops in front of a sedan about the size of his old Golf, only thirty centimeters longer. The display shows the model name, fuel consumption, delivery date, price and rate; if he taps further, colors, rims, interior photos and the trunk volume appear with a small comparison ("Four crates of mineral water plus a suitcase fit inside"). It is exactly the information he has been trying to get out of three online configurators for two weeks and here it is. Very thoughtful, he thinks. A calm video loop is playing on the wall; a sunrise with the car of his choice on a country road, no voiceover, no scary music. Advertising, of course, but at a volume that gives him as much time as he wants.

A family is sitting in the waiting area. Because it's Saturday and there are children there, a more playful loop is running: a little brand history ("Did you know that this starter used to take 30 seconds?"), then the current model range. Nothing instructs, everything arouses interest and keeps the family at the table for twelve minutes while dad talks to a salesman two rooms away. A discreet status ticker is displayed in the service corner: "Workshop 73% full today. Next available appointment: Wednesday 11:00 a.m.", next to it the vehicles ready for collection, discreetly marked only with the license plate number and name. Nobody is called through, the opposite of a waiting room. Very pleasant, thinks Mr. Voss.

After 22 minutes and three inspected models, the salesman appears. Not earlier. He doesn't ask if he can help, but: "Which one suits you?" And Mr. Voss, who hasn't properly explained what he's looking for in two weeks, starts talking. This is the moment that doesn't appear in any sales report and yet is the real win. He had time, he had information, he wasn't being watched, he was being received and in these 22 minutes he learned more about three models than an initial meeting could ever convey.

This is precisely the inconspicuous art of digital signage in car dealerships. It's not about the biggest video wall or the most spectacular light display, but about content in the right place at the right time: model information next to the model, service status in the service corner, brand history where there is waiting time, children's content at the weekend, quiet loops on weekdays. In the background, as quietly as a well-stocked car dealership itself, software that makes this possible. Maintain content centrally, supply stores synchronously, import stock levels live, change promotions on a daily basis without anyone changing posters on a Saturday morning.

ScreenWay designs digital signage solutions for showrooms, branch networks and brand spaces that don't have to be loud to be effective. Car dealerships, manufacturer branches, mobility brands, always with the aim of ensuring that the customer leaves with a good feeling. Incidentally, Mr. Voss will be taking a test drive the Saturday after next in the saloon he looked at first. He will tell his son on the phone that the dealership was "very pleasant". He has no more words for it. But anyone who has ever stood at a red light with a third-generation Golf that has run out of gas knows that "pleasant" is a tremendous compliment. And that, quite matter-of-factly, is the best figure ScreenWay can deliver.