

NEWS

The sweating screen

How digital signage is making fitness and wellness studios smarter, quieter and a little more human

27 May 2026, Tobias Engl



There is a moment in everyday studio life that seems familiar to every operator: January 7. The door opens, a light snow shower swirls in, and with it Klaus. Klaus was last here in March last year. He knows this because his smartphone has just told him. He is wearing jogging bottoms that were once black and a smile that radiates more confidence than the situation warrants.

Klaus is determined. Klaus has made provisions: a new towel, a water bottle with a motivational slogan, and a plan that reads "Three times a week, at least". What Klaus doesn't have: the slightest idea where the new classroom is, when the sauna will be heated up today and whether the weight bench he chose two years ago is still where he left it.

In the past, Klaus would have had to go to the counter. There, a friendly but visibly overworked person in a polo shirt would have made three phone calls at the same time and pressed a flyer into Klaus' hand that dates back to before the pandemic. But today - and this is where our story gets interesting - Klaus is looking at the wall, and the wall is looking back.

A large, calmly lit screen welcomes him with a list of today's classes. "Functional Mobility - 17:30 - 4 places still available." Next to it, the utilization of the studio tickers silently: cardio area green, free weights yellow, squat rack red. Klaus immediately knows what he wants today^{not} and that is a remarkable achievement of modern communication technology.

He pushes on towards the changing room. In the hallway, where a yellowed poster for a smoothie competition used to hang, a short video loop is now playing: a trainer demonstrates a clean squat in slow motion. Klaus, who did his last squat sometime between Eurovision and Brexit, stops involuntarily. He nods appreciatively. He resolves to do it again later. He won't do it. But the signal has been set.

The changing room is pleasantly quiet. Above the mirror, discreetly, a small screen: "Sauna infusion today 7:00 pm - eucalyptus mint. Please arrive on time, infusions don't wait." Klaus laughs for the first time that day. Whoever is writing these texts, he thinks, has understood that wellness is not just about singing bowls.

On his way to the training area, Klaus passes the bar. Three messages alternate on a screen: the drink of the week, a discreet reference to the personal trainer consultation on Thursday and Klaus is struck by a birthday greeting to "Mrs. M., with us for 12 years". Mrs. M. happens to be standing next to it, raises her glass of mineral water towards the screen and toasts an LED display that doesn't know what to do with her, but says exactly the right thing. It is a small moment, and yet it is the reason why Mrs. M. has been here for twelve years and not in the cheaper studio two streets away.

So while Klaus bravely heads to the training area, struggles on the cross-trainer for fifteen minutes - crucial for his daily form - and looks back and forth on a screen between the weather report, heart rate zone and a silent "You're doing well" message, something happens that doesn't appear in any marketing plan and yet is the real benefit: Klaus feels seen without being bothered. No one has approached him. Nobody tried to sell him a contract. And yet the studio has been talking to him all morning - just via screens, at the right volume, in the right places.

This is precisely the inconspicuous art of digital signage in fitness and wellness. It's not about flashing advertising spaces, not about screaming special offers. It's about providing information at the right time and in the right place: course utilization at the entrance. Exercise loops in the hallway. Infusion times in the changing room. Birthdays at the bar. Quiet pictures in the spa, because nobody wants to see advertising there, just the slow drift of a Japanese stream in 4K. And in the background, as quiet as a well-stocked studio itself, software that coordinates the whole thing: Scheduling content, centrally controlling screens, differentiating between target groups, spontaneously reporting a course cancellation without anyone having to reprint six posters.

At ScreenWay, we honestly just call it our job. Since 1998, we've been building digital signage solutions that help studios, hotels and spas talk to their guests without persuading them. No megaphone messages. No screen wallpaper. Just a calm, well-planned choreography of information, inspiration and - yes, that's part of it - a pinch of humor.

Klaus, by the way, will be back on January 8. And on the 10th. To be honest, that's not just thanks to the screens either. But they have quietly helped him find his way back.

And perhaps, in a very sober sense, this is precisely the best key figure that digital signage can deliver.

You can find out more about how ScreenWay supports fitness and wellness studios in staging their rooms at [screenway.com](https://www.screenway.com).

