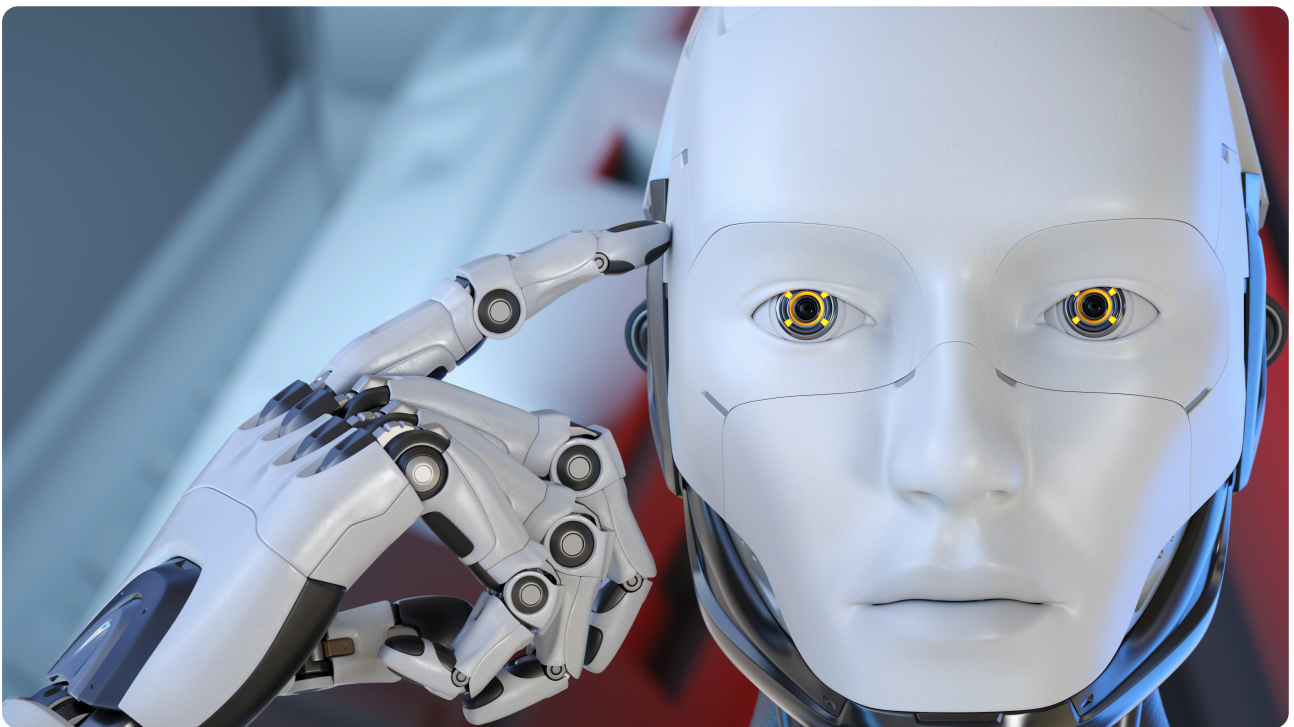


# NEWS

## The race is decided in the mind

Humanoid robots have become a purchasable product in 2026. Anyone looking at the market will quickly recognize where the lead is growing and where ScreenWay is heading.

11 June 2026, Tobias Engl



It is no longer a prototype phase. The Unitree G1 is available from Amazon for around 18,000 dollars; the company delivered over 5,500 units in 2025 alone, more than the rest of the industry combined. Figure operates a fleet of its 03 model in a BMW plant and charges by the robot hour. 1X is bringing a robot into the living room with NEO, 20,000 dollars or 499 a month, over ten thousand pre-orders, tendon-driven and therefore gentle enough for children and pets. Tesla is initially building Optimus for its own halls. Goldman Sachs expects 50,000 to 100,000 humanoids to be delivered this year.

The exciting question is where the difference between these machines comes from. It is not in the body, but in the model. China builds bodies cheaper and faster, the supply chain makes the 16,000 dollar robot possible in the first place. What separates a G1 from a Figure 03 is the AI behind it: Figures Helix translates image directly into movement and even grabs workpieces it has never seen before, while other robots are reprogrammed for each new task. The value is transferred to the intelligence layer. Whoever sits there skims it off.

That's where ScreenWay belongs. No chassis, no motion model, no actuators; we leave that to those who can do it. Our layer lies above it - the display, the voice, the agent, the secure connection to the home. A capable body might clear the table. Only context and a familiar face make it something that can be trusted in the living room. Robots come onto the market as bodies; ScreenWay gives them content and meaning.

The direction reinforces this. In March 2026, Unitree put a vision-language-action model online that anyone can run on their robot. Bodies become cheap, brains are shared. What remains as a difference is trust, operation and the agent that knows the household. These are software issues. And software is where ScreenWay has been at home since the first screen on the wall.