

NEWS

When the screen thinks for itself

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Just two years ago, artificial intelligence in digital signage CMS was mainly a promise with spectacular demos and little suitability for everyday use. ISE 2026 has changed this picture. As the trade medium *invidis* reported from Barcelona, several platforms showed AI-supported workflows that don't aim to impress, but work. From guided content creation to assistants that connect signage with a company's higher-level systems.

The decisive lever here is not "generative AI", but networking. Today, platforms communicate with each other via the Model Context Protocol, or MCP for short. An assistant creates a ticket, queries building data or books a room in natural language. This transforms digital signage from an isolated output channel into a node in a larger AI ecosystem and a data source: What content ran when, what worked? Playout becomes insight.

For ScreenWay, this is a confirmation. Our roadmap has long been focused on agents instead of mere tools, industry-specific assistants and open MCP interfaces. However, Barcelona reveals a fork in the road that is rarely discussed in the glossy demos. Almost all systems run their intelligence via the cloud and usually via non-European systems.

As soon as signage becomes a data source, it touches on personal data and operational knowledge. Both are not just a question of trust, but of law. Article 25 of the GDPR requires data protection through technology design, while the EU AI Act introduces further guardrails as soon as systems evaluate behavior. ScreenWay's answer is a local-first approach

that keeps sensitive processing where the data is generated, with an on-premises option for regulated industries. Where cloud makes sense, it runs on European infrastructure. In this way, AI remains a tool of the operator.

ISE 2026 has answered one question, AI has arrived as a resilient tool. But one question remains. Who owns the knowledge that is generated? For operators in Germany and Europe, this is not a footnote, but the decision that shapes all others. ScreenWay combines both right from the start: Intelligence and data sovereignty.

The best way to show how agent-based AI comes together with European data sovereignty is live - free demo at screenway.com.

SOURCESinvidis (A. Hamberger): "ISE 2026: The AI revolution finally reaches the digital signage CMS", February 17, 2026, invidis.com - GDPR Art. 25 - EU AI Act (Regulation 2024/1689) - Model Context Protocol (MCP).