

NEWS

Well-Signs

How the same program spans everything from the DJ set to the quiet of the relaxation room.

19 June 2026, Tobias Engl



For years, a laminated sheet listing the infusion times hung on the sauna stove. Anyone who wanted to read it had to get up close, and anyone who changed a time would run off with a piece of plastic and a pen. Today, in the same spot, there's a display showing a countdown to the next infusion, along with the scent and the name of the sauna master. A

change in the schedule appears instantly in all sauna areas. This is the unassuming beginning of a story that runs throughout the entire building.

In the lobby, a screen greets guests, displays the daily menu, and guides them through the self-check-in process. First-time visitors can find their way to the spa area without asking for directions, in the language the facility expects. A few steps further, near the sauna area, the noise level rises. It's event night a DJ is spinning tunes, and the sauna infusion has turned into a mini-performance. The screen displays the set list, the countdown, and the mood. Via Auracast, the audio hosted in multiple languages streams directly to guests' phones without them having to download an app.

At the pools, the information serves a different purpose. It guides visitors. During peak hours, it shows where there's currently space available and how warm the water is. Occupancy is tracked within the facility anonymously and in aggregate and never leaves the premises. What helps here isn't the fancy animation, but the discreet prompt at just the right moment.

Then there's the relaxation room. Here, the design is almost minimalist. A subtle nature motif, subdued lighting, and in the background, a layer of sound that masks the conversations at the nearby reception desk before they reach those lying down. Silence as the focus. The same system that announces the DJ session next door takes a complete back seat here.

In the treatment area, a small display shows the next appointment, listed only by first name or initial as discreetly as a wellness center requires. In the spa bistro, the atmosphere changes again: the daily menu and allergen information, along with the house recommendation, are discreetly placed between two treatments.

Six rooms, six tasks, one system. From the countdown on the sauna heater to the silence in the relaxation room, the same system plays every note the facility needs. That is the purpose of digital signage in the wellness area. It adapts to a guest's day and becomes as varied as that day itself.