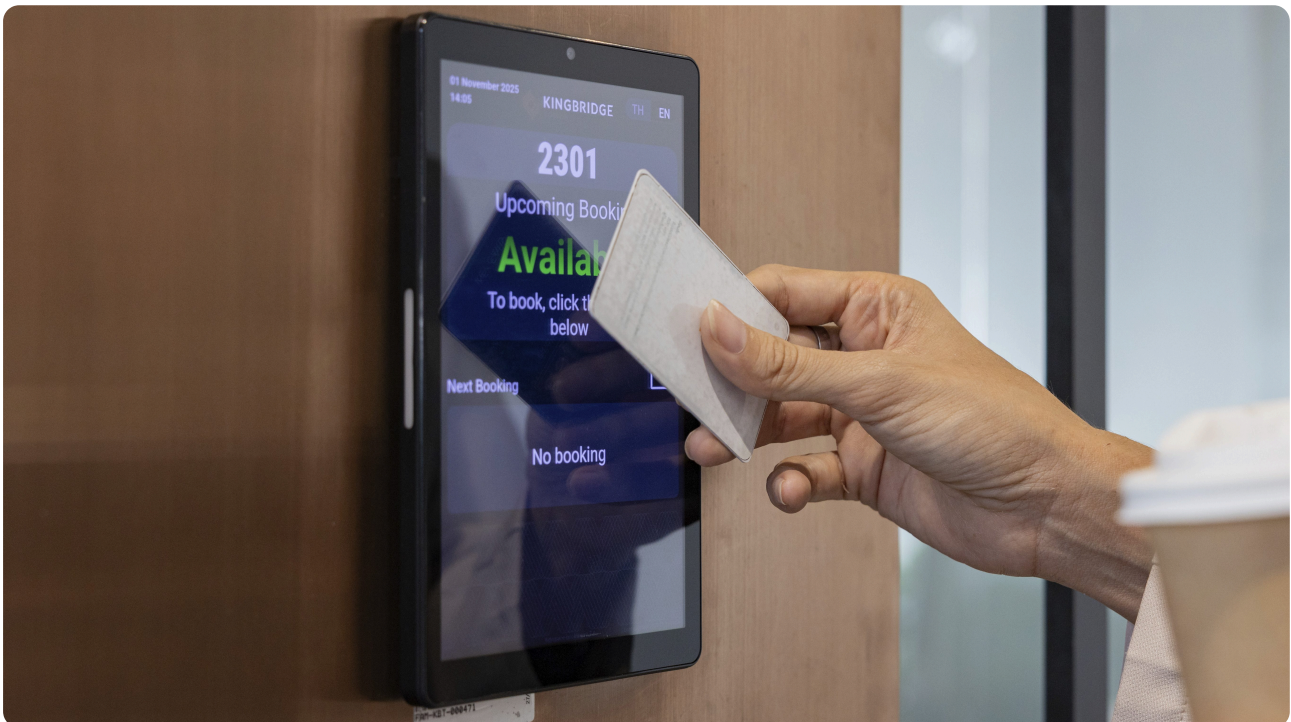


NEWS

The area next to the door

How a display with ScreenWay speaks a different language in every room.

20 June 2026, Tobias Engl



It's barely bigger than a hand. A rectangle of glass and aluminum, recessed into the door frame, at eye level. There used to be a note stuck here - printed on Monday, corrected with a ballpoint pen on Wednesday, and already outdated by Friday. Today, this space features a display. Thanks to ScreenWay, it knows more about the house than most of the people inside it.

Let's walk through it.

On the third floor, in front of the conference room, a soft green light glows. The room is available until 2:00 p.m.; after that, it's reserved for product development. Anyone who needs the room on short notice for half an hour just taps the screen and gets it. No need to search through three floors or ask the receptionist. The sign books whatever the calendar has available in seconds.

One floor below, that same device takes on a different role. Outside a doctor's office treatment room, it displays not a name but a symbol: discreet, proper, and in accordance with the rules governing health data. As they walk by, the nursing team reads what matters before pressing the door handle. The information comes from the facility's system and stays within the facility. Processed locally, hosted in Europe, without going through third-party cloud services.

At the hotel next door, the screen greets guests by name and provides a preview of the evening's menu. A tap of the finger notifies the front desk of a request for housekeeping. What used to be a cardboard sign on the doorknob is now a brief, friendly exchange.

Let's move on. In the museum's foyer, the same system on a larger scale is mounted on the wall and guides visitors to the special exhibition. In the exhibition hall, it changes in sync with the lectures. At the door to the production area, it connects to the equipment behind it and indicates whether the line is running read-only, cleanly separated, without interfering with the control system.

What stands out is what all these doors have in common a single platform that adapts its design to the location where it is installed. ScreenWay integrates with existing systems whether it's a calendar, a hospital management system, or property management and displays the right information on the right screen. The same software, the same visual style, the same green color whether in a conference room or a patient's room.

A door first tells you where you're going. With ScreenWay, it also tells you what's happening behind it calmly and in real time everywhere in the house, using the same clear language. The small space next to the door is just the beginning. The house behind it thinks along with you.